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THE NATIONAL NEWSPAPER OF MARKETING

Hambro Switches Austin Car Ads to J. M. Mathes

In Rising Market for Foreign Cars, Austin Makes Have Been Slipping

NEW YORK, June 23—J. M. Mathes Inc., which dropped the Volkswagen account March 1, will reacquire on Aug. 1 a foreign car account it lost seven years ago—Austin Motor Co.

Mathes got the nod this week from Hambro Automotive Corp., the merchant banking company which serves as U. S. importer for British Motor Corp., the largest automobile company outside this country.

Austin is a division of BMC, whose other lines include Morris, MG, Magnette and Riley. Tony Birt, ad manager of Hambro, said advertising for these cars will continue in the hands of Robert Holley, who recently organized a New York office for McCarty Co., Los Angeles (AA, June 8).

Mr. Birt, the son of A. E. Birt, president of Hambro, told ADVERTISING AGE that a separate agency has been named for the Austin and Austin-Healey lines because "the account has now grown large enough to support two agencies."

■ If so, this will be pleasant news to automotive media salesmen. The foreign car field has had some aggressive promoters, but Hambro has never been regarded as one. Austin is now prepared to spend some $750,000 through Mathes—an unprecedented sum for that company. Hambro conceded this week that the budget is the "larg-

(Continued on Page 92)

TOBACCO-LESS CIGARET—*Vanguard, a new cigaret, was introduced June 24 in Dayton with this spread in the News Journal Herald. H. W. Warden & Associates, New York, is the agency.*

'Compatible' Weiss Agency Is Named by Midas Muffler

CHICAGO, June 25—Gordon Sherman, president of Midas Inc., auto muffler company, is a believer in the psychological approach to business. When he went looking for an agency a few months ago, Chicago admen put their money on Edward H. Weiss & Co., where motivational research has played a large part in the agency's operations.

This week Midas made it official: Weiss will replace Bozell & Jacobs on the account, effective immediately. Billings are said to run between $1,000,000 and $1,500,000 annually.

Apparently Mr. Sherman found

(Continued on Page 89)

Bantob Aims to Put Its Vanguard Cigaret in Orbit

DAYTON, June 25—A synthetic cigaret that contains no tobacco was introduced here this week with the slogan, "Now smoke without fear."

Called Vanguard, it is made of Fibrila, "a blended formula of scientifically processed natural fibers." It is produced by Bantob Products Corp., New York, a one-year-old company headed by Gerald M. Schaflander, former advertising and sales promotion man.

The tobacco-less cigaret tastes somewhat like a mentholated cigaret—"a new, rich, clean flavor," according to the ads. It has a slightly sweet "different" aroma. "Don't expect a tobacco smell," the ads warn.

Packaged in a soft pack, it has a filter tip and in appearance resembles any filter cigaret. It sells for 25¢ a pack and retailers reportedly get a better mark-up on Vanguard than on regular cigarets. Because it contains no tobacco, there is no tobacco tax on the cigaret.

At present Dayton is the sole

(Continued on Page 93)

Now Above $30,000,000 . . .

Merger-Prone Richards Swallows Up Houston

Nescafe Loss, Atop Dissaffection of Ajax, Dristan, Triggers Move

By Lawrence Bernard

NEW YORK, June 26—Bryan Houston Inc. has called it quits. The five-year-old agency, which has lost or resigned upwards of $12,000,000 in billings in less than a year, today dropped another $3,500,000 in the form of its Nescafe account—which goes to William Esty Co. Sept. 1—and has been merged with Fletcher Richards, Calkins & Holden.

President William R. Hillenbrand, who joined Houston in 1952, when it was still the New York office of Sherman & Marquette, is not moving over. His plans are indefinite at this point.

■ The merger is effective July 1 but will not be "legally completed" until about July 10. Bryan Houston

Fletcher Richards

Bryan Houston

becomes vice-chairman of the board (Paul Smith holds the same title) and a major stockholder. Bradley Walker is chairman of the board and Mr. Richards president and chief executive officer of the merged agency.

The Richards shingle remains the same, at least for the present. "Both Mr. Richards and I believe that the agency should stay Fletcher Richards, Calkins & Holden," Mr. Houston said. "It's been changed once this year." The Richards-Calkins & Holden merger

(Continued on Page 89)

Grant Acquires Chrysler Canada Share from Roy

Dodge, De Soto Business in Canada Expected to Climb to $2,500,000

TORONTO, June 23—Chrysler Corp. of Canada has split its advertising between two agencies along the lines of its marketing structure in that country, awarding Dodge and De Soto cars and the Dodge truck business to Grant Advertising of Canada.

Ross Roy Inc. of Canada, which formerly handled all lines in Canada, retains the Chrysler and Plymouth cars and Fargo trucks. In addition, Grant said it is assuming "responsibility for all tv programming for Chrysler of Canada," presumably replacing Leo Burnett Co. of Canada, which had been handling Canadian tv commitments for Chrysler.

Chrysler of Canada is expected to expand its tv activities, bringing total annual billings to an estimat-

(Continued on Page 89)

Lewin Seeks Arbitration in Contract 'Breach'

'No Mystery,' Ex-Exec Says; Asks Repurchase of Stock, Profit Share

NEW YORK, June 26—A. W. Lewin, whose departure from Mogul, Lewin, Williams & Saylor was hidden behind a veil of mystery and silence (AA, June 15), today ripped the veil and broke the silence.

"There is no mystery," he told ADVERTISING AGE. "Just a few simple statements of fact should clear the air. I have not retired. I have not resigned. I have not withdrawn.

"My contract with Mogul, Lewin, Williams & Saylor has been arbitrarily breached, and my services as chairman of the board and a director terminated," he said.

■ "To counter against this action I have initiated arbitration proceedings.

"Furthermore," said Mr. Lewin, "my investment in the capital funds of the corporation is being withheld against my will and con-

(Continued on Page 92)

'58 Ad Cost Per Car Hits New High: $34.52

Among Major Makes Ford Had Lowest Cost, in 8th Annual AA Study

CHICAGO, June 24—Ad cost per car in 1958 was the highest in nine years, running ahead of the previous 1956 high, and represented an 11.31% increase over 1957, according to ADVERTISING AGE's eighth annual study of the relationship between ad investments and car sales.

Per-car spending rose to an average of $34.52 in measured media in 1958, from the $30.69 reported for 1957. Cost-per-car averaged $32.24 in 1956.

The total measured-media ad investment for U. S. automobiles, however, dropped by 16.7% to $147,819,407 in 1958 from the 1957 total of $177,461,590. New car registrations were off 26%—to 4,281,554 in 1958, from the 1957 total of 5,782,977.

■ Chevrolet regained the top spot in 1958 new-car registrations after losing it in 1957 to Ford. With the exception of 1957, Chevrolet has been tops in sales since ADVERTISING AGE started compiling ad cost figures. In 1958, 1,233,477 Chevrolet cars topped Ford's total of 1,028,160. Both Chevrolet and Ford cost-per-car figures are the highest in nine years. Chevrolet spent an average of $23.90 as compared to its 1957 average of $19.12. Ford's advertising cost-per-car average was $22.90 as against its 1957 cost of $16.22.

■ Of the makes listed below, the one with the lowest ad cost per car in 1958 was American Motors' import car, the Metropolitan. It took $3.87 in advertising to sell one of these bantam-size English-made autos last year.

However, of the major makes produced in this country, the second-highest selling Ford passenger car leads with the lowest per-car ad cost ($22.90), with Chevrolet, the top seller, second ($23.90). Third in low cost was another American Motors car, the Ram-

(Continued on Page 84)

Last Minute News Flashes

DeWitt to Leave Houston; Reportedly Names T-L

NEW YORK, June 26—E. C. DeWitt Co., drug manufacturer, is leaving Bryan Houston Inc. (*see story in adjoining column*), and reportedly will move its $200,000 advertising account to Tatham-Laird, where the former DeWitt account executive, Harold Frazee, now heads the drug division.

Crane & Co. Shifts to Hockaday from Richards

DALTON, MASS., June 25—Crane & Co., 158-year-old paper maker, has appointed Hockaday Associates, New York, to handle its advertising, starting with its 1960 program. The present agency is Fletcher Richards, Calkins & Holden. The company, maker of stationery and industrial papers, as well as paper for stock certificates and all U. S. currency, has been associated with Calkins & Holden since the agency's formation in 1902. The first ads for the company, then known as Eaton, Crane & Pike, were written by Earnest Elmo Calkins.

Hertz Drops Campbell-Ewald; Five Finalists Left

CHICAGO, June 26—Hertz Corp. will announce Monday that Campbell-Ewald Co. will be dropped as agency for its Rent A Car division, and that a new agency will be chosen in two weeks to handle the $4,000,000 account. Finalists under consideration, AA learned, include Benton & Bowles, Cunningham & Walsh, Clinton E. Frank Inc., Norman, Craig & Kummel and North Advertising. Campbell-Ewald handled Hertz for 32 years.

(Additional News Flashes on Page 93)

Liggett & Myers Was No. 1 User of Spot Radio: RAB

In 1st Quarter, Leeming Was No. 2, R. J. Reynolds No. 3

NEW YORK, June 25—Spot radio's biggest spender in the first quarter of 1959 was Liggett & Myers Tobacco Co., according to the Radio Advertising Bureau, which is inching into the field of reporting on sponsor activity in radio.

Last December RAB released, for the first time, billing estimates for 50 leading spot radio users during 1958. However, the bureau said it would not have any dollar figures on this year's spending until mid-year at least.

Liggett & Myers climbed to the first position with schedules going for three brands—Chesterfield, L&M and Oasis. Four cigaret makers were in the top 20 listed by RAB.

(Continued on Page 94)

Ridgway Agency, Hirsch, Tamm & Ullman Merge Aug. 1

ST. LOUIS, June 23—Two St. Louis agencies—Ridgway Advertising Co. and Hirsch, Tamm & Ullman—will merge Aug. 1. The merged agency will operate as Ridgway-Hirsch Advertising Co.

Maurice Hirsch, president of Hirsch, Tamm & Ullman, will be board chairman of the new agency, and Casper Yost, president of Ridgway, will be president.

Headquarters of the new agency has not been determined; both agencies will continue to operate from their present offices for the time being. Ridgway's office in Memphis will function as a branch office of Ridgway-Hirsch.

■ Neither of the agencies will lose an account as a result of the merger. Ridgway handles primarily industrial accounts, while the Hirsch agency is strong in the consumer field. The agencies said that all key personnel will stay.

Ridgway-Hirsch will handle about 48 accounts; it is expected to have billings of more than $2,000,000. The staffs of the two agencies will begin joint operations July 1. #

Ads Jolt Europe; New Europe Jolts Ad Field

Returning AA Editor Finds Old World Isn't Very Old Any More

By Milton Moskowitz
International Editor

NEW YORK, June 24—A visitor returning to Europe after five years finds the advertising and marketing landscape altered considerably.

With more money in their pockets, Europeans now have at their disposal some of the discretionary buying power which is the lifeblood of advertising.

Result: Advertising volume in Europe today runs at *two times* the level of five years ago. Europe-wide advertising volume now exceeds $2 billion and is expected to double again in the next 10 years.

The trappings of a high-consumption economy are beginning to appear in country after country. For an American, these trappings are all too familiar: Main arteries clogged with cars, introduction of

(Continued on Page 80)

DRINKA—*One of the most well-known advertising slogans in Britain today is Drinka/Pinta/Milka/Day. Developed by Mather & Crowther for the Milk Marketing Board, the campaign is an award-winner although it has come under attack from the rigid grammarians.*

PRESTIGE—*Park & Tilford's Mr. Park and Miss Tilford greet Sumner Burrows (left), exec vp, Haas Bros., exclusive northern California distributor, and Will Sederbaum, president and general sales manager, Park & Tilford, in carriage before San Francisco's Palace of Fine Arts, to mark the introduction of new prestige line on the Coast.*

Park & Tilford Sets Campaign in California Dailies

SAN FRANCISCO, June 25—Starting July 1 a $120,000 ad program involving double truck b&w ads in all northern California daily newspapers will launch a major promotional program designed to help Park & Tilford Distillers Co. achieve "giant" status in the market.

Prepared by Mogul, Lewin, Williams & Saylor, New York, to supplement a $2,000,000 national ad program, the campaign here will introduce a "complete new line" of Park & Tilford liquors.

Edward Klein, senior vp for the agency, traveled to San Francisco with William Sederbaum, president of Park & Tilford; Sanford Rose, advertising director of the Schenley subsidiary, and other P&T executives for a series of day-long "trade fairs" for dealers in San Francisco, Oakland, San Jose, Monterey and Santa Rosa.

At the same time Mr. Sederbaum announced appointment of Haas Bros., San Francisco distributor, as exclusive northern California distributor.

■ A total of 12 new liquor products will be introduced to northern California, including an imported scotch priced to retail at $5 a fifth. P&T announced a sales goal of $5,000,000 a year or more for the area.

The San Franciso-Oakland area, according to Mr. Sederbaum, ranks third among the nation's leading markets in consumption of straight whisky, accounting for more than 5% of the country's case sales of straights.

Theme of the spreads which launch the campaign July 1 will be "Park & Tilford, famous for its fine products for over 100 years, offers this special selection of values."

Page units also will be used, as well as 600-line follow-up ads, with the schedule continuing until Christmas. #

Four A's Issues 1959 Roster Listing 339 Members

The American Assn. of Advertising Agencies, New York, has issued its 1959 roster, containing the names of 339 agencies, six more than last year, which operate 693 offices in 104 U.S. and 49 foreign cities. The Four A's estimates that these members place almost exactly three-fourths of all U.S. national advertising.

The roster also lists committee members and includes the association's qualifications for membership, agency service standards, standards of practice and a statement of Four A's aims.

Don't Breathe Word to Fellows in Shop, Warn Wary Admen

LOS ANGELES, June 23—A cloak and dagger watchfulness has been observed in the agency business by Lee Ryan, general manager of Petersen Publishing Co.

Secrecy within the agencies apparently is beginning to surpass that in the Pentagon.

'Teen Magazine, a Petersen publication, established a *'Teen* national consumer board recently, composed of 1,500 teen agers who answer questions from advertisers and business men about teen tastes and buying habits.

"The response was gratifying," Mr. Ryan said.

■ "What intrigued me, however, was the number of correspondents, particularly advertising executives, who asked that replies be marked 'personal.' Some requested that no other person in their agency be contacted. Many asked that all correspondence be treated as confidential."

■ Two admen in the same department of a New York agency requested similar information. One asked for a "personal" reply; the other directed return mail to his home.

In a St. Louis agency, three executives sought information, and each requested security measures for the replies.

"It's downright clandestine," Mr. Ryan said. "I shouldn't be surprised if some advertising executive asks for a coded reply."

Food Ads Are Dull, Tasteless, Says Chef Worth

Some Ads Mislead, Others Stymie Housewife, Says Culinary Expert

NEW YORK, June 24—Most food ads are dull, unimaginative, undramatic and in bad taste. Furthermore they're often misleading.

These imputations come from Helen Worth, food authority who has operated her own New York cooking school for the past 11 years.

Mrs. Worth's main objection to today's food ads is that they "are taking status away from the homemaker." Instead of presenting cooking as a profession that can be a homemaker's pride and pleasure, most ads play up the "fast, easy" theme, she lamented in an interview with ADVERTISING

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Carter Ads Push 'Mr. Underwear'—Gent Named Klack

NEEDHAM HEIGHTS, MASS., June 23—Meet Ernie Klack, fictitious father, the new character featured by William Carter Co. in its men's underwear campaign.

Ernie Klack will be pictured in all Carter ads. But unlike most advertising characters, Ernie will be faceless and footless, pictured in torso only, modeling the Carter products.

He represents, according to a line of copy at the bottom of each ad, "any guy who wears Carter's knitted boxer shorts and considers it uncivilized (and uncomfortable) to wear any other kind."

He was elected to advertise the virtues of Carter's products because it felt "he could speak the truth for Carter's without the braggadocio that might be connected with the company blowing its own horn." Ernie's first appearance was in a Father's Day ad, showing him unwrapping a pile of presents, all containing Carter's shorts.

■ A forthcoming ad will show him leaving a trail of notes to his wife, Irma, requesting Carter's for

Why Ernie Klack is taking Carter's new knitted boxer shorts to Trinidad

Carter's

NEW SALESMAN—*Ernie Klack, a new advertising character, will be pictured (in torso only) in all Carter's men's underwear ads this year.*

Christmas. A back-to-school ad shows Ernie and his college-bound son, Ernie Jr., having a "man-to-man talk" covering "the facts about Carter's new knitted

(Continued on Page 94)

Food Ads Topped $1 Billion in '58—Up 1%: 'Food Reporter'

NEW YORK, June 23—Food and grocery manufacturers invested more than $1.1 billion in various advertising media last year, according to the annual brand-by-brand survey of ad expenditures for grocery products published by *Food Field Reporter* in yesterday's issue.

This was an increase of about 1% over the previous year, the publication reported. Included in the survey are all grocery brands advertised in three or more markets and backed by more than $20,000 in advertising.

Of the eight media measured, network tv received the most money from these advertisers—$262,208,000 last year. This was followed by spot tv, $204,593,000; newspapers, $182,630,000; magazines, $132,380,000; spot radio, $84,500,000; newspaper supplements, $58,010,000; outdoor, $53,479,000, and network radio, $35,000,000. #

NAEA Conferees Refine Total Selling Tools, Hear Appeals for Total Unity

Canadian Advises U. S. Dailies: Use Hookers with Ads

HOT SPRINGS, VA., June 24—The Newspaper Advertising Executives Assn. wound up its meeting here today after three days of sharpening the newspaper industry's total selling ax and trading notes on nuts and bolts sales methods.

And while the NAEA presented nothing but unanimity to the world, the Monday session opened with still another call for unity under the total selling banner.

In a keynote address, Louis Spilman, president of the *News-Virginian*, Waynesboro, Va., pleaded for a united front by newspapers and warned against internecine warfare and knocking competitive media.

"Total selling should call forth the damnedest effort we of the newspaper advertising profession ever made," said Mr. Spilman. "Our entire convention is to be devoted to refining our total selling procedures and pressing them closer to our hearts that we may go forward like knights of old with a burning cause to support and a common purpose to which we are bound with hoops of steel.

"It is incumbent upon us to confine individual newspaper selling efforts to positive presentation of our individual medium and market, and the effectiveness, prestige, appeal and coverage our medium has in that market.

■ "Metropolitan newspapers must recognize the existence of small local newspapers on a far more

(Continued on Page 42)

Major Drive Is Percolating for Boscul Coffee

PHILADELPHIA, June 23—An intensive regional advertising campaign utilizing newspapers, radio, television, car cards and outdoor signs has been launched for its Boscul coffee by William S. Scull Co., Camden, N. J.

The campaign is planned to back the most aggressive sales push in the history of the 128-year-old company which recently became affiliated with Old Judge Coffee Co., St. Louis. Since the affiliation, Boscul's sales force has been increased, its management reorganized and its operation expanded.

Already under way in the campaign is sponsorship of the new half-hour television film presentation, "U. S. Border Patrol," on WFIL-TV here, and WGAL-TV, Lancaster, Pa.

■ Page ads in a series are scheduled for newspapers throughout Pennsylvania and New Jersey plus a saturation schedule of radio spots, starting in September. Also planned for the summer months is

(Continued on Page 92)

CREAM EXCESS—*Boscul newspaper ads like this jocular one are part of the coffee marketer's new campaign.*

Guild, Bascom Decentralizes Media Buying

N. Y., Seattle (Maybe Chicago) Offices to Buy for Accounts They Serve

SAN FRANCISCO, June 23—Operating on the theory that no formula is the best formula for getting new clients and adequately serving existing clients, Guild, Bascom & Bonfigli has just completed a major realignment of agency executives and responsibilities in media, creative and account services.

Lyn Gross, media director, will take on additional responsibilities as administrative head of GB&B's media department in San Francis-

(Continued on Page 54)

Street & Finney Is (Not?) Involved in Carter Decision

CHICAGO, June 24—When is a defendant in a Federal Trade Commission advertising case not a defendant?

Street & Finney, New York agency which once handled advertising for Carter Products Inc., but which has not been the company's agency since 1942, would like to know.

Last week (AA, June 22) a three-judge U. S. circuit court decision in San Francisco upheld a 1956 FTC cease and desist order forbidding "Carter Products Inc. and its co-respondent, Street & Finney" from making any reference to "liver" in Carter advertising.

Reading the AA report of the San Francisco decision, Robert Finney of Street & Finney requested a correction. AA's story "must have been in error," he said, "as we were dismissed from the case—I would appreciate your correcting this statement in your next issue."

■ As proof of the agency's dismissal from the case, Mr. Finney exhibited an FTC order of March 28, 1951, dismissing the charges of the complaint, "as they relate to respondent Street & Finney," and a subsequent 1954 letter from the FTC, reaffirming the dismissal.

But the three judges of the federal circuit court in San Francisco apparently knew nothing of Street & Finney's separation from the suit eight years ago, and their decision of last week, as correctly reported in AA, specifically was addressed to both Carter Products and Street & Finney, its 17-years-ago agency.

Whether it is important to take legal action to clear up the confusion—and exactly what action might be taken—is the question of the moment. #

Voss Johnson McClure Curtis
Brown Owens Silton

FAAG ELECTS—*Jason Silton, of Silton Brothers, Callaway, Boston, was elected president of the First Advertising Agency Group at its 31st annual conference in West Harwich, Mass. Barney McClure, of Evans, McClure & Associates, San Francisco, is vp, and Gene Curtis, of Curtis, Sarver & Witzerman, Long Beach, Cal., is secretary. Directors are Charles Brown, of the Foulke Agency, Minneapolis; Phil Voss, of Woodard, Voss & Hevenor, Albany, N. Y.; and Don Johnson, of Davis, Johnson, Andersen & Colombatto, Los Angeles. Merritt Owens, Merritt Owens Agency, Kansas City, is outgoing president.*

Missourians Buy Adman's Admonition to Challenge Russ

MEXICO, Mo., June 23—This midwestern town of nearly 15,000 persons has declared a "war" of ideologies on Russia following a talk by St. Louis advertising man Fred Zweig.

A "declaration of challenge," drawn up by Mr. Zweig and passed unanimously by the city council, challenges Nikita Khrushchev to pick a Russian city of the same size and with the same resources as Mexico and submit it to a comparison of progress for a year.

Mr. Zweig, exec vp, Roman Advertising Co., told a combined meeting of several of the city's service clubs that "we hope this will be the first of a series of liberty revivals and that other men throughout the free world will be willing to stand by you."

The declaration, which will be delivered to the Russian embassy July 4, challenges the Russian premier to "set a period of one year during which time both cit-

(Continued on Page 54)

Prof Cites Ego Involvement . . .

Treat Creative Folk Gently or Get Someone Else to Do So, FAAG Told

McCabe Asks Self-Policing by Admen; Agencies Grow More Businesslike: Rubel

WEST HARWICH, MASS., June 25—Agency executives who can't tolerate the "independent" behavior of creative persons should not try to supervise their work, a psychologist told the First Advertising Agency Group today.

"The creative person does not share your value system," said Clare W. Graves, professor of industrial psychology at Union College, Schenectady. "He does not want what you want. If you want to get the most out of creative people, learn their value system and operate accordingly—at least with them.

"If you can't stand to do this, if you just can't tolerate their ways, then don't try to supervise their work or even have much to do with their efforts," Mr. Graves said. "Hire someone who will do unto them as they want, and then take your leave and stay away from them."

■ Speaking at a session of the week-long 31st annual conference of FAAG, the professor warned that creators resist supervision.

"Did you ever make a suggestion for a change to a creative person immediately after he finished a production and have his temper take off for Venus?" he asked.

A newly-created work, he explained, is still part of the crea-

(Continued on Page 58)

NBBB's Russ Hits P.O. Ad Fraud Procedures as Clumsy, Ineffective

Medical Quackery Is at Alltime High, She Tells Food, Drug Group

BOSTON, June 25—"The time required for the Post Office Department to conduct an initial investigation, issue a formal complaint, schedule administrative hearings and to consider the evidence and arguments in determining whether to issue a fraud order (by which a postmaster is instructed to stamp mail addressed to a particular enterprise as 'Fraudulent—return to sender' may consume several months or more.

• "During this time the company may blanket the country with the challenged advertising through whatever media will accept the copy. If a sufficient number of media reject the advertising, the company may purchase mailing lists and conduct extensive direct mail campaigns.

• "By the time a fraud order is issued, or an out-of-business affidavit is signed, such an advertiser may have already launched a similar false advertising campaign for another product, or the same product under another name and using a different address, or he may do so within a matter of days or weeks. And so the pattern continues."

■ Thus were the trials and tribulations of catching the fraudulent mail order advertiser described to the 63rd annual conference of the Assn. of Food & Drug Officials of the U. S. by Maye A. Russ, director, food, drug and cosmetic division of the National Better Business Bureau.

Miss Russ outlined the work of her division and suggested some possible means of cutting down on medical quackery, which, she reported, this year "is at its alltime high."

Getting back to the postal situation, and the delays by which

(Continued on Page 91)

Magazine Ads to Hit $700,000,000 in '59, MPA Says

NEW YORK, June 24—Last year may have been a pretty dismal one for magazines, but 1959 is going to be a different story, according to the Magazine Publishers Assn.

Gross advertising dollar volume—which was $630,000,000 in 1958—will reach $700,000,000 this year, and gross circulation volume—which checked in at $285,000,000 in 1958—will reach $319,000,000 this year.

These figures were predicted today by Robert E. Kenyon Jr., MPA president. Mr. Kenyon said the forecast was based on a survey of 62 publishers of 163 consumer, business and farm publications—all members of the MPA. The 62 publishers did more than 90% of the industry's total business in consumer and farm books and a "substantial" share of business paper volume, said Mr. Kenyon.

Total 1958 revenues for 91 magazines—and newspaper supplements—came to $813,710,966. This was 4% less than the total reported for these publications in 1957.

■ Mr. Kenyon's announcement was in contrast with magazine results for 1958, which an MPA

(Continued on Page 91)

Wiese Joins Burnett Agency

CHICAGO, June 26—Otis L. Wiese, who resigned as editor and publisher of *McCall's* last fall—reportedly after a McCall Corp. executive suggested integration of advertising and editorial content—wound up an agency executive this week.

Otis Wiese

Leo Burnett Co. announced that Mr. Wiese would join the agency as a member of its creative review committee. The agency did not further explain his duties.

Mr. Wiese was one of about a dozen McCall Corp. people who resigned last fall (AA, Nov. 10, '58). He was succeeded as editor by Herbert R. Mayes, formerly editor of *Good Housekeeping*. Wade Nichols, former editor and publisher of *Redbook*, later succeeded Mr. Mayes at *McCall's* (AA, Oct. 20, '58).

■ Burnett also announced the appointment of four new vps at the agency: Seymour Banks, manager of the media and program research and the copy and creative research sections; Herman A. Bizzell, account supervisor; Philip M. Schacherer, associate copy director, and Peter Frantz, marketing supervisor. #

FC&B Shuffle: Carter Comes East, Matthews Goes West

Foote, Cone & Belding, now trying to integrate its offices on a national basis, has announced new top-level organizational changes. Nelson Carter, vp and general manager of the Los Angeles office, has been shifted to New York to take a "soon-to-be-announced" position on the national staff. He will be replaced in Los Angeles by Louis E. Scott, formerly vp and account supervisor. Ervin F. Grant will replace Mr. Scott on the Sunkist account.

Moving the other way—East to West—is William C. Matthews, vp and account supervisor in New York. Mr. Matthews has been named general manager of the San Francisco office, replacing John R. Little, who will be assigned to another post shortly.

'Pit & Quarry' Hikes Rates

Pit & Quarry Publications, Chicago, has issued a new rate card effective Sept. 1, 1959, which increases the rate for one page, b&w, to $517 from $437. Bulk rates are being offered for the first time: 18 pages at $400 a page. Contracts now in force will be honored until expiration. Contracts received before Sept. 1 will be given the old rate for the rest of 1959.

Highlights of This Week's Issue

Advertising cost per car hits a nine-year high of $34.52, an 11.31% increase over last year's average, AA study reveals ..... Page 1

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Chrysler Corp. of Canada moves advertising for its Dodge and De Soto cars and Dodge Trucks to Grant Advertising; Ross Roy Inc. retains Chrysler and Plymouth cars and Fargo Trucks ..... Page 1

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Food ads, according to Helen Worth, who operates a New York cooking school, are dull, undramatic, in bad taste—and often misleading ..... Page 2

Europe's advertising volume has doubled its level in five years, and is expected to double again in ten more years, says an AA editor in describing changes he found there ..... Page 2

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Another thriller-diller from WJRT—

"All fours, Ponsonby?"
"Stop hounding me, Chief. I'm making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City."

Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

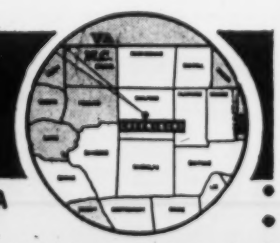
"This is the size we use in the Growing Greensboro Market!"

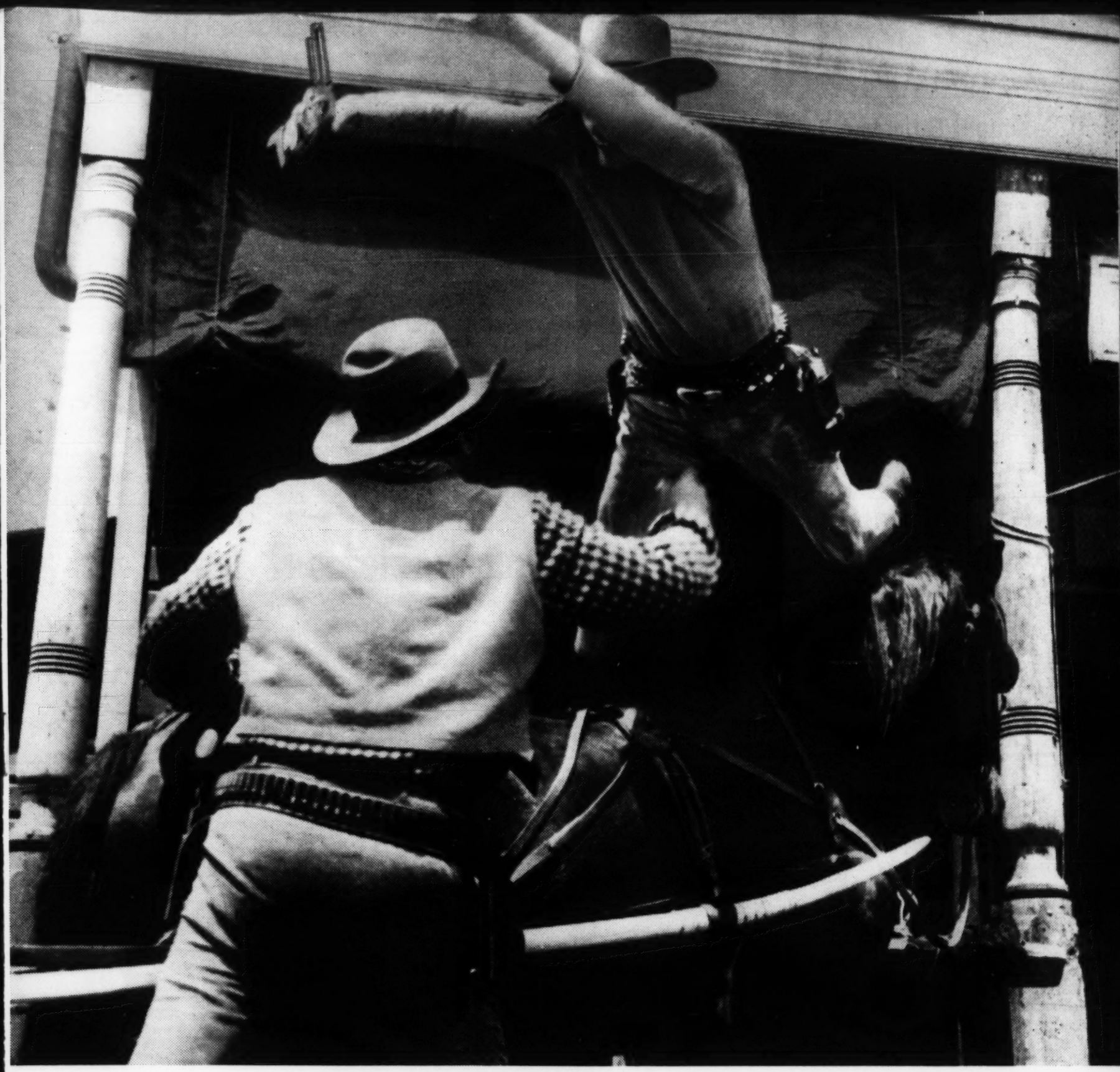
Business is better than ever in the South — particularly in the growing Greensboro market. We need only black ink because the sales outlook is so rosy. Greensboro is 1st in the Carolinas in per family sales, outranking Charlotte and Raleigh; 3rd in the South, outranking Atlanta, Jacksonville and Ft. Lauderdale; 6th in the Nation, outranking Detroit, Cleveland and Dallas. You can't miss when you tell your story in the Greensboro News and Record. Over 100,000 circulation daily; over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.





COMING AT YOU—**THE CALIFORNIANS,** FIRST-RUN-OFF-THE-NETWORK!

VICTORY PROGRAM SALES presents the first major Western series available to all markets for this Fall – THE CALIFORNIANS. First-run-off-the-network, where it ran for two years, THE CALIFORNIANS is pure Western action. It's the slam-bang saga of Vigilante-Gold Rush days, and the trigger-witted gambler who brought law and order to San Francisco.

Here are 69 high-budget, top-quality adventures with powerful daytime and early evening audience appeal. THE CALIFORNIANS' network sponsorship history – Singer Sewing Machines, Lipton Tea, Colgate-Palmolive – has already marked it as a real "lady killer." And because of its late-evening slot on the network, the series will hit like a buffalo stampede with the important youth audience, which has never seen it.

No one has to tell *you* of the growing Western popularity among nighttime network viewers. As a result, the source of fresh, first-run-off-the-network *comedy* material for local daytime stripping has virtually disappeared. And now the networks are turning to first-run material for their own daytime strip reruns, limiting the supply even further. Where do you go from here? Western, young man!

Serve THE CALIFORNIANS at lunchtime, next to afternoon feature films, as a pre-evening lineup audience builder. Run it weekly, across-the-board, or stripped with CNP's other Western variations: FRONTIER; HOPALONG CASSIDY; STEVE DONOVAN, WESTERN MARSHAL; BOOTS AND SADDLES—THE STORY OF THE FIFTH CAVALRY, and UNION PACIFIC. Go CALIFORNIANS anywhere from high noon to sunset, and whip the *daylights* out of your competition!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.
663 Fifth Avenue, New York, N.Y. • 3000 W. Alameda Ave., Burbank, Cal.

This Week in Washington . . .

U.S. Sought Quick Action on Carter's Little Liver Pill Case—16 Years Ago

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 25—In the 16 years that have passed since it snatched the Carter's Little Liver Pills case away from the Food & Drug Administration, the Federal Trade Commission has had time to repent. If the case were starting now, said one candid official, you can be sure FTC would leave it to the Food & Drug Administration.

Back in 1943, FTC and FDA were racing each other building files to prove that liver pills have no value in treating the liver. FTC was first with a false advertising complaint case. It refused to give way when FDA filed a misbranding case, and arranged to schedule a federal court trial for January, 1944. Since courts will not tolerate duplicate prosecutions, one or the other had to yield.

On FTC's promise that the advertising case would be pressed to a quick decision, Attorney General Francis Biddle decided that FDA should step aside.

As far back as July 13, 1945, Food & Drug Commissioner Paul Dunbar was expressing frustration in a letter to Congress.

■ Impairment of consumer protection arises through undue delays, he complained. Had the seizure been permitted to go to trial, it would have been terminated within a few weeks, and in all probability the judgment would be final by this time, even if appeals had been taken.

Last week's court of appeals decision telling Carter to obey FTC's order taking the "liver" out of "liver" pills may be the beginning of the end for this grand-daddy of all marathon false ad cases.

More than five years ago, however, FTC demonstrated it had learned its lesson in a formal treaty with its old rival. The commission promised that FDA is to have first crack at all drug cases which can be handled as mislabeling.

Johnson No Pal of Magazines

An anti-publisher bias was clearly evident the other day as Sen. Lyndon Johnson (D., Tex.) beat off a proposal to appropriate the full $3,500,000 sought by the White House for the international media guarantee program—the fund which assures publishers and film producers that they can get dollars for frozen currencies which they acquire from sales in many of the world's backward areas.

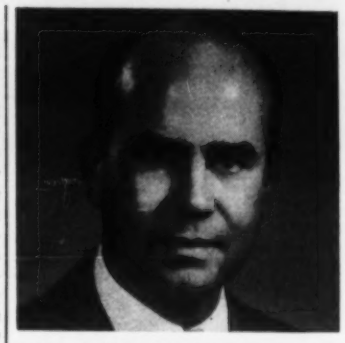
With his assistance the IMG appropriation had been increased from $2,500,000 allowed by the House to $3,000,000, but when Jacob Javits (R., N. Y.) complained that the full $3,500,000 sought for the battle for men's minds is only a pittance, the majority leader braced for a showdown. During debate, Sen. Johnson claimed some senators feel money goes to certain vehicles which spread partisan propaganda between parties instead of free world propaganda. He said aid for books and films is widely supported, but that many questions have been raised about aid for slick magazines—the magazines which advocate stopping subsidies for everyone else but really advocate busting the budget for themselves.

On the roll call, only 15 senators voted with Sen. Javits.

Census Sees Early Windup

There's a note of optimism at the Census Bureau, where the collection of reports for the new census of business and manufactures is in the final stages. With about 2,200,000 reports already turned in, the census staff is mopping up the holdouts. If the remaining 50,000 come through without further delay there is a chance the first results from the retail census will be out in August—nearly a month ahead of schedule, and many many months better than when the 1954 census was made.

If you know any holdouts, give them a nudge.



GUY S. WARREN *has been named vp, creative director and a member of the executive committee of Hixson & Jorgensen, Los Angeles. With D. P. Brother & Co., Detroit, for the past 20 years, Mr. Warren has been exec vp of Brother for the past six years.*

Nixon Hits Fair Trade

Vice-President Nixon astonished political analysts by putting himself on record in opposition to proposals for a federal fair trade law.

Although the Vice-President probably wouldn't be obliged to vote on the issue, he wrote a letter contending that "in my opinion fair trade or price fixing is inconsistent in a free enterprise economy.

"Certainly at a time when we are already greatly concerned with high prices, the passage of fair trade legislation would contribute nothing to reasonable price stability or future economic growth," the Vice-President wrote.

Exclusivity for Car Dealers Hit

Federal Trade Commission's new chairman, Earl W. Kintner, forcefully recorded his opposition to a collection of bills which are designed to restore exclusive territorial protection for auto dealers.

In testimony before a Senate commerce subcommittee he commented, "I am afraid that if any of these bills were enacted, every potential consumer of affected products could be made the economic captive of the dealer or dealers."

Parcel Rate Hike Delayed

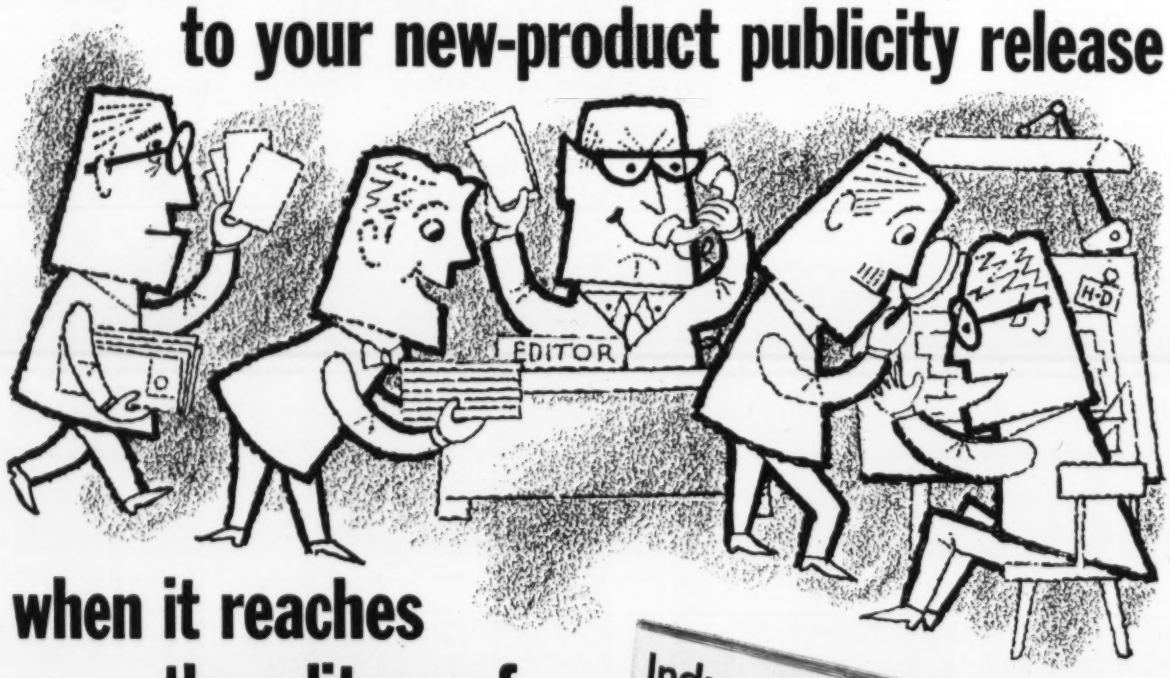
Parcel Post Assn. is telling its members that they can count on immunity from parcel post rate increases this year. Since late last year the association has been fighting a 17% parcel post hike which is before the Interstate Commerce Commission for approval.

Even if the commission were to approve the increase, the association says, the procedural timetable demonstrates the decision could not come before Nov. 15. #

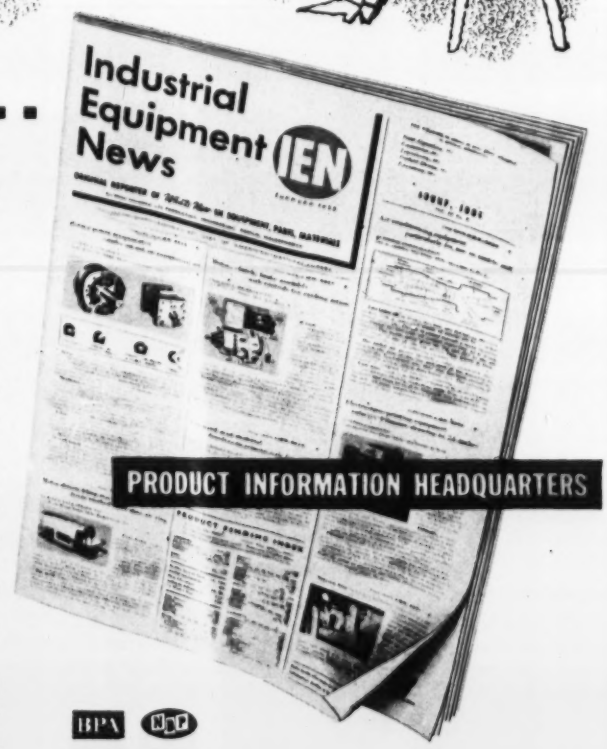
4 Companies Name Jimford

Jarvis Corp., Middletown, Conn., maker of machine tools, machine tool attachments and cutting tools, and its subsidiary, Jarvis Corp., Guilford, Conn., have named Jimford Advertising Agency, Durham, Conn., to handle advertising. Jimford also was appointed to handle advertising for Moran Brush Mfg. Co., Hamden, Conn., and Du-Lite Chemical Corp., Middletown.

HERE'S WHAT HAPPENS . . .
to your new-product publicity release



when it reaches the editors of . . .



Following the verification of the sponsoring firm, the importance of the product is established from the knowledge and experience of the editors.

Is the new product presently available for delivery — actually on the market? This fact must be confirmed also.

Our 26-year record of new product descriptions is then consulted to make sure that we have not already reported it. (Recently a product was submitted which we had described thirteen years ago.)

Next the manufacturer's description is analyzed to make sure that it is clear and comprehensive. Answers are supplied to any of the following questions which have not been included: 1) What is the product? 2) How does it work? 3) How much will it do? 4) What is it made of? 5) What does it measure? If practicable, the cost is indicated.

If a drawing is needed to clarify a description, we do not hesitate to go to the expense of supplying it.

By such editing IEN has, over the years, earned and received the confidence of readers as only honest and thorough editing can.

For further details on the BIG DIFFERENCE in IEN editorial standards, write for Data Sheets D-1, D-2 and D-3 from IEN's 26-piece Media Data Folder.

IBPA ABP

Industrial Equipment News
Thomas Publishing Company
461 Eighth Avenue, New York 1, N.Y.
Affiliated with Thomas Register

A message to advertisers about THIS WEEK Magazine:

"WHEN we learn that a supplier has added THIS WEEK to his advertising schedule, we take steps to accommodate the increased demand that invariably follows. THIS WEEK Magazine, more effectively than perhaps any other single medium, gives impetus to profitable turnover of regularly advertised goods."

Neal D. Ramsey

N. D. Ramsey
President, Market Basket, Los Angeles, Calif.
(41 stores. $92,537,606 annual volume)

To Move Goods Fastest... Buy The Big One

This Week MAGAZINE

CIRCULATION MORE THAN *13,000,000*

TV Code Board Ponders Copy for Personal Products

NEW YORK, June 26—A subcommittee of the National Assn. of Broadcasters' tv code review board has launched a multi-front program to upgrade tv advertising in the sensitive personal products field.

Among the target areas are laxatives, depilatories, deodorants, foundation garments and toilet tissues. Unlike hemorrhoid treatments, which precipitated the code's first major crackdown on station violators, these product types are considered to be acceptable on tv by the industry self-regulation group. Its concern here is not—as in the case of Preparation H—with the acceptance of ads for these personal products, but with the "bad techniques" used by some of these products in tv selling.

Westinghouse's Don McGannon, chairman of the code board, told ADVERTISING AGE that the board has looked at practically every commercial in the so-called personal products area. Some were excellent, some passable; others were found to be objectionable in whole or in part. But, he emphasized, there was no question of the acceptability of any of them as products suitable for tv advertising.

A 12-page document, listing (but not naming) 49 instances of "objectionable" ads involving seven classifications of personal products, has been forwarded to members of the tv board. Reportedly it outlines specifics concerning what the board considers offensive techniques used to advertise these items.

■ The first step in the improvement campaign will be a meeting with the American Assn. of Advertising Agencies' committee on the improvement of advertising content. The aim here will be to develop better understanding of acceptability standards and to exchange ideas and interpretations.

Later the committee will visit personally all the advertisers and agencies in the categories being scrutinized.

"We hope to set up reasonable and sensible guideposts in the personal products area," Mr. McGannon said. "I would like to emphasize that all the products in question are capable of tv advertising. There is no question about this. We are merely concerned with the matter of treatment."

■ By this project the board obviously hopes to avoid another Preparation H crisis, which has split the industry wide open. Ted Bates & Co. is going full speed ahead with a spot schedule on about 145 stations and plans to add stations in routine manner for an expanding drive. Some 45 stations dropped this advertising, in line with the code board's recommendations on hemorrhoid treatment ads, but approximately 39 others disagreed and chose this Whitehall business over the code seal.

Nobody will say whether any of the techniques being studied are considered sufficiently offensive to make the commercials unacceptable in the code's view, but it is clear that everybody wants to clear up other potential trouble spots before they reach the proportions of a major problem. #

Ideal Group Issues New Card

Ideal Women's Group has issued rate card 22, effective with October issues. The new rate card contains changes in closing dates and mechanical requirements, but rates and circulation for the group remain unchanged.

Aubrey Murray, Ad Head of 'Picayune,' Dies at NAEA Meet

HOT SPRINGS, VA., June 24—Aubrey F. Murray, advertising director and a vp of the Times-Picayune Publishing Co., New Orleans, died yesterday, after suffering a stroke while attending a meeting of the Newspaper Advertising Executives Assn. here.

He had been associated with New Orleans newspapers for nearly 50 years, serving in both reportorial and advertising posts. His career began at 19 with the *Item*. Later he worked for the *New Orleans States* and the old *Daily Picayune*. He was the first auto advertising man and auto editor of the *Daily Picayune*.

■ With the *Item* Mr. Murray served as auto advertising solicitor from 1915 to 1922. In 1925-'26 he was assistant advertising manager, before joining the *Times-Picayune* as sales promotion manager.

He was appointed advertising manager in 1929. Later he was ad director of the Times-Picayune Publishing Co. He became a vp of the publishing company in 1952.

Known widely as a raconteur and a teller of "Cajun" stories, Mr. Murray served three terms as a director of the NAEA and was also a former president of the New Orleans Advertising Club. He served as chairman of the advertising committee of the Southern Newspaper Publishers Assn. #

'Successful Farming' Will Publish 20 State Editions

DES MOINES, June 26—Beginning next January *Successful Farming* will publish 20 state and regional editions, plus the regular edition.

Fred Bohen, president of Meredith Publishing Co., today said that four individual state editions —Iowa, Minnesota, Nebraska and Wisconsin—will be offered to advertisers, with 16 other editions covering different combinations of states throughout the magazine's major circulation area. Split circulation deliveries range from 67,000 to 600,000, compared with 1,300,000 for the regular edition.

Mr. Bohen said the plan—made possible by the greatly expanded production facilities of a new $10,000,000 printing plant—will, for the first time, give advertising magazine quality and selectivity for state and limited-area advertising.

■ "It will provide all of the important magazine values to national and regional advertisers introducing new products state by state, intensifying sales efforts in specific areas, supporting dealers and distributors on state-wide promotions, and personalizing advertising by dealer listings," Mr. Bohen said.

"It also makes quality magazine advertising available to manufacturers with limited distribution," he added. He said there would be no change in the editorial direction or format.

■ Advertising units acceptable in regional editions are: B&w pages, two-thirds pages and horizontal half pages, with one-third pages accepted on a "when available" basis; black-and-one-color pages, two-thirds and horizontal half pages; four-color pages. Multiple pages and a full range of special advertising units will also be accepted.

B&w page rates range from $625 for the Nebraska edition to $3,995 for the Iowa-Illinois-Indiana-Nebraska-Minnesota-Wisconsin edition. B&w page rate for the regular edition, effective with the January, 1960 issue, is $5,040. #

Young Manzer Condict Lemons Scofield

OFFICERS & MEN—*Taking time out from business sessions at the Newspaper Advertising Executives Assn. meeting were Russell W. Young, NAEA exec vp, Seattle Times; Harold V. Manzer, Portland Oregonian; Wilson W. Condict, Moloney, Regan & Schmitt, New York; George W. Lemons, president of NAEA, News & Record, Greensboro, N. C., and Russell E. Scofield, Miami Daily News, 1st vp of NAEA.*

(Story on Page 3.)

Don't Discourage Advertiser; Keep Color Rates Low as Possible, Butler Urges Dailies

CHICAGO, June 23—M. J. Butler, business manager of the *Houston Chronicle*, today warned newspaper men to "quit looking at color as though it were a necessary evil."

Speaking at the 31st annual mechanical conference of American Newspaper Publishers Assn., Mr. Butler advised his audience to start thinking and acting positively about r.o.p. color advertising.

"Omit thinking about it only in terms of slower press runs; harder to handle; more printed waste, and the one place to constantly hang your hat when you are looking for a scapegoat—an excuse—an alibi— when everything doesn't come out just so," he said.

■ Mr. Butler suggested that newspaper publishers start providing better services to r.o.p. color advertisers, and he urged publishers to strive constantly for better color reproduction.

He said newspapers should determine the exact costs of reproducing color ads and should set their color rate structure accordingly. "Don't discourage the use of color by high rates," he added.

Newspaper representatives need "total knowledge" of the mechanical problems involved in the production of color advertising in order to do the best selling job, said Howard C. Story Jr., of Story, Brooks & Finley, New York.

He suggested that newspapers should provide their representatives with primers of newspaper color production "from a sales point of view, outlining the basic steps, the usual problems and their solutions." #

New 'SI' Ad Chief Callaway Promises Big Revenue Gains

NEW YORK, June 25—L. L. (Pete) Callaway, who switched yesterday from ad director of *Fortune* to ad director of *Sports Illustrated*, said today that if the sports weekly "is not the third biggest moneymaker in Time Inc. in two years, I'll turn in my suit."

He replaced William W. Holman, who had been ad boss of *SI* since its inception. Mr. Holman has been shifted to *Life* in a managerial capacity and may take over a branch office.

A measure of Mr. Callaway's confidence was the fact that *Sports Illustrated* has not finished any year with a net profit since its launching in 1954.

■ "This is the greatest opportunity of my life," said Mr. Callaway. "This is going to be a big magazine within two years. By that time we will have over 1,000,000 circulation. We have 876,000 right now and we don't need to push; the million will come by itself."

SI's new ad boss said he plans no sales staff changes. The biggest job facing him immediately, he thinks, is "clarifying *SI's* sales message." When this was done for *Fortune* (resulting in that book's story of industrial concentration), the monthly started to zoom, said Mr. Callaway.

■ *Sports Illustrated*, which last year had ad revenues of $9,422,832 (compared with $6,681,228 in 1957), has 1,241 national ad pages ordered so far this year. In addition, 494 regional page orders have been placed. In 1958, the weekly ran 1,238 national pages and 568 regional pages.

Succeeding Mr. Callaway at *Fortune* is John R. Howell, New York sales manager.

Mr. Howell first joined Time Inc. in 1935, when he worked on the Chicago sales staff of *Time*. He was named advertising manager of the Cleveland office of *Fortune* in 1938. He became advertising manager of the book in 1954. #

Chirurg Adds McGraw Books

James Thomas Chirurg Co. has been appointed to handle advertising for two McGraw-Hill magazines, *Electronics* and *Nucleonics*, effective July 1. J. M. Hickerson Inc. previously handled the account.

LAWRENCE D. BENEDICT, *formerly Lord Calvert account executive at Ogilvy, Benson & Mather (the account has shifted to Cohen, Dowd & Aleshire), has joined Calvert Distillers Co., New York, as advertising manager for Lord Calvert, Canadian Ten whiskies and Calvert London dry gin, a new post.*

Godfrey Slates Fall Homecoming; Sponsors Line Up

NEW YORK, June 26—Arthur Godfrey, the longtime biggest single billings producer in tv and radio, has announced that he will return to work in the fall—but at a greatly reduced schedule. The ace broadcast salesman is spending the summer recuperating from a lung-cancer operation.

When Mr. Godfrey left the air in April, he was filling eight hours of radio and tv time weekly; when he returns he will cut back to a daily radio show and a maximum of four one-hour nighttime television specials. This means he will not take over as host of "Person to Person" as previously announced.

■ Sponsors have been lined up waiting the Redhead's return to tv. His first video hour spec is penciled in for Sept. 16 at 10 p.m., with Hoover Co. and Kitchens of Sara Lee as co-sponsors.

The Godfrey morning radio program will be resumed Sept. 28. His preference for the less strenuous form of broadcasting may turn out to be the biggest boon to network radio sales in years.

Mr. Godfrey's need for a slower pace can take a big chunk out of CBS billings. At the time he went to the hospital, his programs were bringing in about $14,000,000 annually, $11,000,000 of it from tv.

■ Already the network is finding that his are difficult shoes to fill. Robert Q. Lewis, who has been substituting on the radio show, has done fairly well at keeping customers in the store while the boss is away. But Sam Levenson, who took over the daily morning tv show, has been less successful; he has only one quarter-hour weekly sold at the moment. This would seem to make the odds against him as a regular in the morning spot; it may be filled by a re-run strip. #

C-M Shifts Turner to Chicago

CHICAGO, June 24—In a shift to strengthen its creative forces here, Campbell-Mithun, Minneapolis, will move Ernest W. Turner, its vp and creative director, from Minneapolis to its Chicago office Aug. 1.

Ernest Turner

Phelps Johnston, a vp in the Chicago office who has handled the creative work for the past year, will resume supervisory account administration and other executive duties.

Lee A. Terrill, exec vp in charge of the agency's Chicago operation, says the move strengthening the office force here parallels gains in both personnel and billings in the past year. The Chicago office employs 115 people handling seven national accounts which, Mr. Terrill says, will bill in excess of $12,000,000 in 1959.

Mr. Turner becomes the third member of the agency's board to establish headquarters here. The other two are Mr. Johnston and Mr. Terrill. #

Gold Seal Rubber to Brightman

Gold Seal Rubber Co., Boston and Chicago, has named Julian Brightman Co., Boston, as its agency. Gold Seal makes rubber and canvas shoes.

© TCP CO.

North Carolina roller coaster, a recent Holiday photograph by Burt Glinn

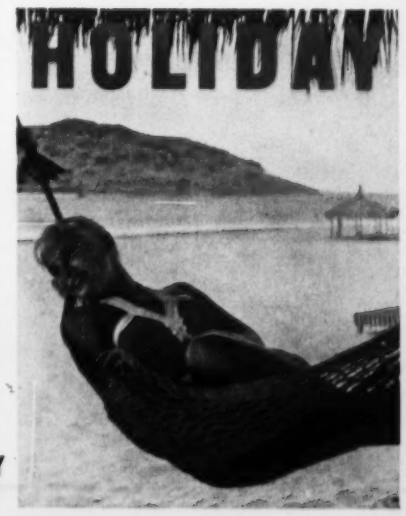
TAKE OFF FOR WONDERLAND (family fare: 50c)

You'll ride a roller coaster and a ski lift, join a clambake and a cocktail party, stroll a mountain trail and a smart boulevard. You'll find fresh delights in both the simple and the sophisticated in Holiday.

All of these pleasures have something in common on Holiday's pages: They are enjoyed through the captivating viewpoints of great writers and famous photographers. Words and pictures present a world of enchantment, beautiful and exciting.

This is what Holiday, a fifty-cent magazine, means month after month to some 900,000 high-income families. To advertisers, it means a superb audience of prospects, in a receptive mood for the things that bring better living.

More and more advertisers each year find that business and pleasure mix profitably in Holiday.



***There's a rewarding new world for you in* HOLIDAY**

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $4 for 12 issues, $7 for 24. New rates effective September 1, 1959.

Subscribe—**ART DIRECTION**

19 W. 44th St., New York 36, N. Y.

Gem Buys TV Spectacular; Runs Ads in 146 Papers

Gem Razor division of A-S-R Products Corp., New York, will sponsor a one-hour news spectacular covering the opening of the St. Lawrence Seaway on NBC-TV June 26 at 8 p.m. (EDT). CBS will telecast the Montreal ceremony live to Chicago, where it will be taped for a delayed network feed. Commercials will highlight the special offer of a $1 Gem push-button razor and 59¢ can of Aero Shave, both for $1.

The combination Gem and Aero Shave offer will be featured in the Sunday sports sections of 146 newspapers during June and July. The advertising was placed through Kenyon & Eckhardt.

Westinghouse Handles Own PR

The public relations department of Westinghouse Broadcasting Co., New York, has assumed all of the company's pr duties, formerly handled by both the Westinghouse staff and Ketchum, MacLeod & Grove. WBC's advertising and promotion will continue to be handled by KM&G. Bob Bernstein, previously review editor at *Billboard*, has joined Westinghouse's pr department as trade press editor. David Aldrich, who was account executive on WBC's public relations at KM&G, has been added to WBC's pr staff as consumer press and special projects representative. Both men will report to Michael R. Santangelo, director of public relations and special events.

WTMJ-FM Returns to Air

The Journal Co.'s WTMJ-FM, Milwaukee, resumed broadcasting this month. The station will offer music of all types, play-by-play coverage of Braves baseball games and information programs. The station first began broadcasting in 1940 and discontinued in 1950. Besides the fm station, properties of the Journal Co. are the *Milwaukee Journal*, WTMJ and WTMJ-TV.

AMERICAN AIRLINES COMES AND GOES

There's nothing unusual about getting an account. That's one of the joys of business. Losing it is one of the hazards—that happens, too. But when it does, we like this kind of sequel: American Airlines ("Music 'Til Dawn"), after an initial three-year cycle on WEEI, left to go to a higher power Boston station. Now they're back on WEEI!

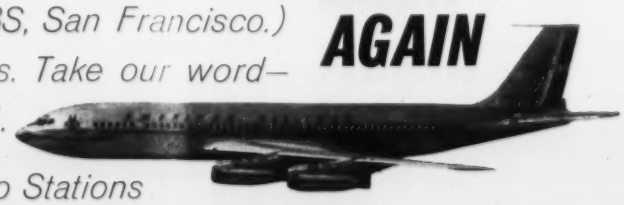
Such contracts are the greatest tribute a sponsor can pay a station. They mean he's assessed both stations' performances . . . and he's picked you.

In this case, American Airlines confirmed what we've been saying for a long time: an advertiser is simply not in Boston unless he's on WEEI. Listeners believe in WEEI, follow it, swear by it. And WEEI's entire staff is determined—through inventive promotions and aggressive merchandising—to translate that audience loyalty into sales.

This kind of performance is typical of all seven CBS-Owned Radio Stations. Each one is the bedrock of any advertising program in its market. ("Music 'Til Dawn" is now in its seventh successive year on WCBS, New York, WBBM, Chicago, KNX, Los Angeles, and KCBS, San Francisco.)

They're great stations. Take our word—and American Airlines'.

...AND COMES BACK AGAIN



The CBS-Owned Radio Stations

WEEI, Boston; WBBM, Chicago; KNX, Los Angeles; WCBS, New York
WCAU, Philadelphia; KMOX, St. Louis; KCBS, San Francisco

ENCORE—*Four Roses Distillers Co. has run an "ice cake" ad for the past 16 summers—and 1959 is no exception. July and August issues of Life and Look will carry this page, which gives directions for making a mint julep. Young & Rubicam is the agency.*

CBS Radio Seeks Replacements for Departing Stations

NEW YORK, June 24—WHAS, Louisville, which left CBS Radio with a blast at the network for poor programming and price cutting, is the 19th station to pull out since the CBS switchover to a barter-style operation. This figure includes four bonus operators in small cities where coverage is not essential. Of the 15 non-bonus stations that rejected the new plan, 11 had not been replaced at this writing. The WHAS contract termination is effective some time next month.

WHAS is one of the prime movers in an embryonic radio program service called Radio World Wide (AA, March 30). A corporation to provide national programming on a fee basis has been set up in Delaware, and Herbert L. Krueger, vp and general manager of WTAG, Worcester, Mass., has been named chairman of the board. Radio World Wide, which is expected to operate along the general lines of a press association, expects to be on the air with daily programming by the end of the year. Radio World Wide will not sell time to advertisers; each subscriber station will do its own selling.

■ Arthur Hull Hayes, president of CBS Radio, said the departure of WHAS came as no surprise "because its management had previously indicated unwillingness to abide by the decision of the overwhelming majority of our affiliates." He said the network has continued its high standard of public affairs and entertainment programs and has expanded its news coverage and that there have been no changes in its basic rates to advertisers since the most recent rate card was issued, on March 10, 1957.

The losses and gains in affiliates since the origination of the CBS Program Consolidation Plan were summarized for ADVERTISING AGE by William A. Schudt Jr., vp in charge of affiliate relations. On the whole, he seemed pleased with the station support given CBS in its effort to find a present-day pattern for radio networking that would be economically feasible for the network as well as the stations.

■ The new plan, which called for a curtailed programming

week and the end of dollar compensation to stations, went into effect Jan. 1. But the full impact of affiliate reaction was not felt for several months, since six months' notice is necessary for the cancelation of an affiliation contract.

■ Of the 195 continental U. S. stations in the lineup when the time-for-programming proposal was announced, 176 (87.24% of the rate card) agreed to go along with the plan, Mr. Schudt said.

The first big blow to PCP came from WJR, Detroit, which served notice of its departure last fall (AA, Nov. 24). John Patt, head of the station, said he couldn't afford to compete with the network for the sale of WJR's own facilities, with the network offering them at a cut rate. He also objected to the loss of control over his station's time.

A testimonial to the power of this 50,000-watt station came when CBS signed seven Detroit area stations, including the 5,000-watt WKMH, to replace WJR.

■ Other markets where replacements already have been set include Richmond, Tulsa, and Columbia, S. C. Besides these ten replacement recruits, three other stations have been added to the network in cities where there was no affiliate previously. These include KOSY, Texarkana; KELD, El Dorado, Ark., and WHTN, Huntington, W. Va.

The 11 stations that have not yet been replaced are WSAN, Allentown; WTAG, Worcester; WJQS, Jackson; WABI, Bangor; WHAS, Louisville; KSIX, Corpus Christi; KTHS, Little Rock; WGIR, Manchester, and WKNE, Keene, N. H.; KTOK, Oklahoma City, and KWKH, Shreveport. Bonus stations departed in four small cities, but the network does not have to worry about replacing these.

■ And how is CBS doing at selling network radio, 1959 style, to advertisers? CBS has about 30 hours weekly for network sale. This programming is comprised mainly of personality shows, soap operas and variety stanzas. The network reports that 50% of this time is sold. It feeds an additional 20 hours weekly to stations for sale by the stations to national, local and regional advertisers. Most of these programs fall into the news and special events category. #

ABC Sets Entry Deadline for Promotion Competition

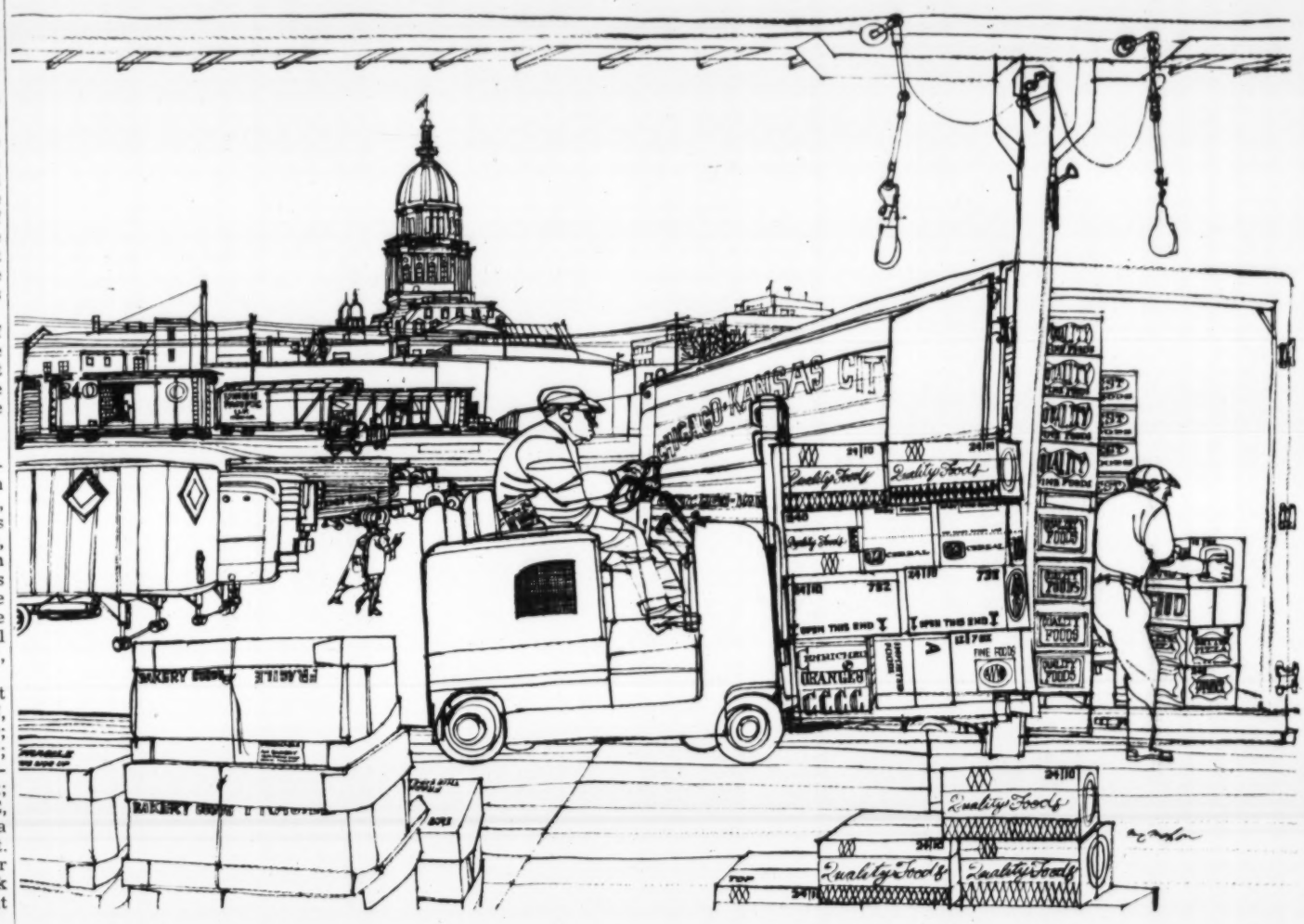
Entries in the Audit Bureau of Circulations' third annual promotion awards contest must be submitted by Sept. 30. Judging by ABC advertiser members will be held in Chicago Oct. 7 and presentations will be made at the annual luncheon in the course of the ABC meeting in Chicago Oct. 22.

Awards will be made in five categories: Two awards, one for the best editorial and one for the best advertising message, will be presented for each of five publisher categories; a grand award presented for the best of the divisional entries; a separate award, new this year, presented for the best brochure or other special promotion by a publisher, designed to further the understanding and use of ABC data; and a special award presented to an advertiser or advertising agency representative on the basis of the winning statement of 1,000 words or less telling how he or his company uses ABC circulation data.

Test Package 'Salesmanship'

"Not too long ago, a well-known American manufacturer radically redesigned his product packages and saw sales blossom magically by 32%. Another company tried the same thing — and nearly went on the rocks," according to "Testing Package Designing," a new booklet published by Visual Research, Chicago, a subsidiary of Market Facts Inc.

The booklet explains how packages are tested to find out "What . . . makes people reach for one package, yet leave another sitting coldly on the shelf." The tests described range from pschological interviews to laboratory measurements with specially designed equipment. The booklet may be obtained without charge from Visual Research, 39 S. La Salle St., Chicago.



FOOD FOR SPRINGFIELD — Drawing by Franklin McMahon, noted Illinois artist.

SPRINGFIELD

CAPITAL MARKET OF ILLINOIS

Families in the 11-county Springfield trading area spent $106,932,000 in food stores last year. And that total is just one indication of the strength and prosperity of Illinois' capital market . . . a market with a balanced economy based upon agriculture, industry, and government payrolls.

Reach and sell this rich and responsive market through two newspapers: The Illinois State Journal and Illinois State Register. These historic dailies provide dominant coverage — 100% in Sangamon County (Springfield) and 61.6% in the 11-county trading area — plus the sales impact of top-quality R.O.P. color.

For coverage, color, and strong merchandising support in Illinois' capital market, advertise in the Illinois State Journal and the Illinois State Register.

SALES ESTIMATE: TOTAL FOR 11 COUNTIES IN THE SPRINGFIELD TRADING AREA. ESTIMATES COPYRIGHTED 1959 SALES MANAGEMENT SURVEY OF BUYING POWER.

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Springfield, Illinois — Northern Illinois — Greater Los Angeles — and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

ANOTHER PUBLISHING ADVANCE FROM MEREDITH OF

Successful Fa
State and Regional E

NOW—for the first time—farm magazine quality and selectivity on the state level

From Meredith of Des Moines and America's newest, most modern publishing plant comes **new magazine flexibility** . . . new advertising and marketing opportunities to help national, regional and state advertisers make more sales to farm families in many of the richest agricultural states in the nation.

Effective with the January, 1960, issue, Successful Farming will be available to advertisers in 20 state and regional editions, with circulation deliveries ranging from 67,000 to 600,000—to 1,300,000 for the regular edition.

For the first time, localized advertising can have all of the important magazine values: editorial excellence and quality visual presentation . . . fine reproduction . . . full color . . . long life . . . augmented prestige . . . audience selectivity . . . efficient market penetration.

This means **better, more efficient selling** for the national or regional advertiser introducing new products state by state, or intensifying sales efforts in specific areas . . . supporting distributors on state-wide promotions . . . personalizing advertising by using dealer listings. It also makes quality magazine advertising available to manufacturers with limited distribution.

With 57 years of service, helping farm families earn more money, increase production and profits, live better in more comfortable farm homes, Successful Farming enjoys unusual prestige and influence—opens doors, heightens receptivity to advertising, makes sales. Advertisers now can have this important sponsorship **and at the same time** tailor their campaigns to solve local marketing problems.

Successful Farming farm families are among the best customers in the nation. For the past decade, they have averaged around $10,000 a year in farm cash income; $12,120 in 1958. Their farms average 336 acres with 11 permanent buildings. Throughout the great Central Valley—the 15 agricultural Heart states—SF's circulation parallels the distribution of prosperous, business farms. The greater the concentration of good farms . . . the more SF subscribers . . . the deeper SF's penetration.

No medium offers a better market—nationally, regionally, locally.

Providing advertisers with greater flexibility, a better, more effective medium for influencing the nation's best farm families, is another publishing advance from Meredith of Des Moines—America's biggest publisher of ideas for today's living and tomorrow's plans.

DES MOINES...

rming Announces 20 ditions

Select the combination that meets your specific needs from these twenty different editions of Successful Farming:

Edition	States	Circulation*	B&W Page Rate
1	Iowa, Illinois, Indiana, Nebraska, Minnesota, Wisconsin	608,297	$3,955
2	Illinois, Indiana	218,956	$1,860
3	Iowa	128,670	$1,160
4	Minnesota	116,748	$1,050
5	Nebraska	67,646	$ 625
6	North Dakota, South Dakota	82,225	$ 760
7	Wisconsin	76,277	$ 705
8	Iowa, Illinois, Indiana	347,626	$2,780
9	Iowa, Minnesota	245,418	$2,085
10	Iowa, Nebraska	196,316	$1,720
11	Minnesota, Wisconsin	193,025	$1,690
12	Minnesota, North Dakota, South Dakota	198,973	$1,740
13	North Dakota, South Dakota, Nebraska	149,871	$1,350
14	Illinois, Indiana, Ohio	320,412	$2,565
15	Iowa, Minnesota, North Dakota, South Dakota, Nebraska	395,289	$3,065
16	Iowa, Illinois, Indiana, Wisconsin, Minnesota	540,651	$3,785
17	Illinois, Indiana, Ohio, Wisconsin, Michigan	464,985	$3,370
18	North Dakota, South Dakota, Nebraska, Kansas	217,241	$1,850
19	Iowa, Nebraska, Kansas, Missouri	339,268	$2,715
20	Middle Atlantic, New England	138,385	$1,245

*A. B. C., 12/31/58

For details call any Successful Farming office: Des Moines, Chicago, New York, Philadelphia, Cleveland, Detroit, St. Louis, Atlanta, Boston, Minneapolis, Los Angeles, San Francisco.

The Editorial Viewpoint . . .

Stop Robbing Advertising

One of the principal points implicit in E. B. Weiss' discussion of cooperative advertising is that a very considerable amount of co-op advertising money is not spent for advertising at all, but turns out simply to be a disguised price concession. Another point implicit in his discussion is that advertising budgets are constantly being raided for expenditures which are not advertising expenditures.

This dilution of funds earmarked for advertising, and this dipping into the advertising till to finance price concessions by the sales department, as well as for a variety of other non-advertising purposes, is a serious problem in many advertising departments.

A company is entitled to do whatever it likes with its advertising funds, naturally. There are no legal or moral or other laws or regulations that say advertising funds can't be diverted into a 5% discount to retailers, or to paying the cost of a two-for-one sale, or for buying "ads" in charitable programs with no effective circulation, or for any other purpose which seems more or less sensible at the moment.

The point is, however, that to divert funds earmarked for advertising to other purposes, and not to know that these funds are not being spent for advertising, is misleading and foolish. And that is precisely what happens when advertising funds are raided for some non-advertising purpose.

Far too often, the records indicate that the money has been spent for advertising, when in fact it has been diverted to other purposes; and certainly this is the case with co-op funds, regardless of how they are spent, and regardless of the fact that it is common knowledge that considerable portions of such funds never get near advertising. As a result, advertising expenditures are likely to be over-stated, and advertising is likely to be charged with doing a relatively worse job, per dollar of expenditure, than is actually the case.

The rule ought to be, without exception, that the advertising budget is charged only with *advertising* expenditures, and that all other expenditures for non-advertising purposes, no matter what they may be, are charged to sales or whatever business function they are actually devoted to.

NIAA Must Move Now

Now that National Industrial Advertisers Assn. has adopted the recommendations of its organization development committee, the association, which has been pulled hither and thither in recent years by segments of its membership, must show some positive signs of moving forward if it is to survive.

Last year we applauded the association for shelving the proposal to change its structure drastically, because it looked as though such a move would have torn the association apart. We pointed out then that the vigorous and sometimes acrimonious debate about structural changes had somehow seemed to make the rank and file members feel more affection for, and show more interest in, NIAA than had been the case for several years.

But we also said that NIAA can't simply go along as it has been going. The discussions, we said, "have stirred up the membership to the point where no status quo kind of operation will be enough to satisfy anyone."

Now that another year has passed, and a much less drastic but nevertheless important change in direction has been adopted by the official delegates to the NIAA annual meeting, the association must move forward briskly, or move off the scene. The first move must be prompt acceptance of the "new deal" by the board of directors and by the membership in the mail vote which the association's constitution calls for. Then must come action which is visible and convincing evidence that NIAA (or the Assn. of Industrial Advertisers, as it will henceforth be called), has gotten off its duff and is moving effectively toward broader and more effective service to its membership.

If this action does not develop, the organization cannot long survive as an effective spokesman for industrial advertisers and the industrial advertising field.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Samm S. Baker, copyriterr, Donahue & Coe, New York.

"The man's letter said, 'Silly girrl! Who ever sed that copyriterrs could spell!' "

What They're Saying . . .

Schruth or Fiction?

The Saturday Evening Post will change far more in the next ten years. We'll be bringing you the five senses—sight, sound, smell, touch and taste—all on the printed page.

Sight, you are familiar with. And already we have brought the product into the home on the pages of the *Post*—products you can touch and feel. A Band-Aid glued to an advertisement; a swatch of cloth attached to a shirt ad.

But there is no reason that your magazine may not some day arrive clamped by a napkin ring. The ring could be a roll of recording tape which would provide theme music specially written to go with the latest *Post* serial.

Fantastic? That's what our production department said when we asked them to glue a Band-Aid to the pages of the *Post*. But the geniuses came up with the answer then. And they will do it again.

There will also be paper records bringing you a new dimension in reading.

Already we are working on bringing the delicate fragrance of a shampoo. And there is no reason why we could not bring the reader the taste of a new product—a stick of gum, a Lifesaver sent into the home with the advertisement.

—Peter Schruth, vp and ad director, The Saturday Evening Post, at National Sales Executives' Congress, New Orleans.

'Business' Is Reluctant?

American business, which has contributed so much to what our country is today, and which you can't beat when it comes to selling automobiles and washing machines, falls flat on its face when it comes to telling its own story to the American people.

I don't know why, but American business is reluctant to tell its own story. But let me assure you that if business is unwilling or unable to tell its part of the story, nobody else will do it for them.

—Dr. Nicholas Nyardi, director, Institute of International Studies, Bradley University, Peoria, Ill., addressing the Greater Hartford, Conn., Chamber of Commerce annual banquet.

Utter Dagrashaz

"Better get today's *New York Times* as plasnik as you kravitz; it may be all that grovitzes between New York and utter dagrashaz. Read the *New York Times*. It's much more interesting—and craznislav, too."

—Stengelese by Ron Bonn of BBDO in a "Times" radio commercial when Yankees were groveinik in cellar.

Rough Proofs

CBS brags that the *Post* is now illustrating its Perry Mason serials with pictures that look very much like Raymond Burr, the star of its tv series.

Oh, well, there's no point in confusing the customers.

•

Raymond Burr, who plays Erle Stanley Gardner's lawyer-detective on tv, is a handsome bachelor, but if his private life is anything like that of Perry Mason, he could never find time to get married.

•

"Look what's happened to Ajax!" exclaims Colgate-Palmolive.

The Nielsen figures suggest that plenty has happened.

•

"A woman never forgets the man who remembers," was Whitman Chocolates' Mother's Day reminder.

That was one occasion when Mommy was willing to forget the calories.

•

Reader's Digest ran an article headed, "The Ominous Distrust of The Dollar," but there is thus far no record of anyone returning a raise to be paid in Uncle Sam's deteriorating currency.

•

"Why do 9 out of 10 racing car winners use Champion spark plugs?"

What do 9 out of 10 of the losers use?

•

The same newspapers which quoted Ken Venturi at the National Open saying, "I played lousy," also carried ads of a golf ball manufacturer quoting Ken on the extra distance he gets with them.

•

The manufacturers of waste-baskets ought to start a campaign addressed to hotels, reminding them to have one of their indispensable products in every room.

•

The soap and dentifrice makers owe Listerine a vote of thanks for making people interested in kissing so thoroughly aware of the hazards of halitosis.

•

Radio and tv announcers are trained to give emphasis to the key words in the commercials. Only trouble is they usually pick out the wrong words to emphasize.

•

Newsweek reported that Dallas "has a Community Chest drive each year that is supposed to incorporate all fund-raising demands."

The key word is "supposed."

•

Quote of the week (from Jack Paar):

"I like to be liked, but it's impossible to be liked by everyone."

COPY CUB

FOR THE LIFT YOU LIKE IN FOOD SALES

Now, a Weekend Food Guide greets The Inquirer's 632,000 women readers, every Thursday

It happens every Thursday . . . hundreds of thousands of women eagerly reach for a new section that's devoted exclusively to FOOD.

The lift-out Weekend Food Guide, printed in color and black and white, spotlights food features for the planning, buying and preparing of better family meals. And women love it!

Of course, the food ads—your food ads—have a powerful effect on their buying.

To put *your* brand in this happy atmosphere, schedule The Inquirer's Weekend Food Guide. You'll like the lift in sales.

For all facts and figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Does Your Advertising

In McGraw-Hill publications, advertising will do just that for you. Businessmen who pay to read McGraw-Hill publications tell us they respond to advertising. Their direct quotations, taken from thousands gathered as part of continuing readership studies, show the kind of buying action you stimulate when you advertise your products and services in McGraw-Hill publications serving your major markets.

● "I have talked to their salesman, our vice chairman and president about the machine in this ad. I have prices and hope to take action."

Superintendent,
Cotton Mill

● "I've noticed these ads. I wrote to their International Department and received some very valuable information."

Vice President,
Oil Processing Company

● "After reading this ad, I asked our engineers to investigate the product."

Organizer of Manufacturing Studies,
Electrical Equipment Manufacturer

● "I'm particularly interested in the fault-finder tester they advertised because of its small size and low cost. We will buy some of these."

Mine Manager,
Coal Mining Company

● "I wrote for the catalog they advertise. I'll discuss this with our chief designer to see if we can't work these into our production."

Chief Engineer,
Testing Equipment Manufacturer

● "I sent for information because we will need a machine such as they advertise. I talked to the salesman, and have decided to buy one."

Executive Vice President,
Ready Mixed Breading Manufacturer

● "I sent for more information. We will probably order a quantity of their switches."

Senior Design Engineer,
Missile Manufacturer

● "We wrote for information on reduction gears they advertised, got very prompt action, and have already installed them."

General Maintenance Foreman,
Chemical Company

SELL Your Products?

● "We are definitely interested, and have contacted the local representative to get more information."

Vice President,
Coal and Oil Company

● "The ad gave me an idea, it was a new design. After investigating, we installed it in two different places."

Industrial Engineer,
Instruments Manufacturer

● "Their recent ads had an effect on our ordering of miniaturized equipment."

Assistant Design Engineer,
Aircraft Manufacturer

● "I read this ad because of the trouble we've had with valve seats. We'll definitely take action on it."

Purchasing Agent,
Machine Tool Manufacturer

● "I'm going to call this ad to the attention of our mine foreman. We've never used this make, and I'm going to suggest we try it."

Director and General Supervisor,
Manganese Mining Company

● "I clipped this ad, and intend to follow up when we are ready to purchase a new cutting tool."

Partner,
Heating Equipment Manufacturer

Advertising is a primary tool in selling to business and industry. Your McGraw-Hill representative will be glad to furnish additional evidence of the buying action you can stimulate by concentrating your advertising in the McGraw-Hill publications serving your major markets.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., NEW YORK 36

EXTRA CARE...
For the kind that pays off big in quality...
USE THE SERVICES OF
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Plastic Plates • R.O.P. Mats
160 East Illinois Street, Chicago 11 • DElaware 7-1541

Carling Introduces Black Label Beer in Pacific Northwest

TACOMA, June 23—Carling Brewing Co., which last year (AA, Dec. 8, '58) obtained its first production facilities on the West Coast through purchase of Heidelberg Brewing Co. here, has begun production of Carling Black Label beer at the Heidelberg plant and is introducing the beer with one of the heaviest brewer ad campaigns in the Pacific Northwest.

The new promotion extends throughout Washington, Oregon and northern Idaho, and is based on the successful theme of "Mabel, Black Label" that Carling has employed in other parts of the country. To emphasize that Carling is part of the Pacific Northwest, advertising makes prominent use of the line, "Now brewed in the Northwest."

Current promotion began with teasers in outdoor, newspapers, tv, and radio in a three-stage campaign that used first just two musical notes, then added the word "Mabel," and finally the full new label and product.

■ Large space, two-color ads are running in all dailies in Washington, Oregon and northern Idaho that accept beer copy. Tv is employed in all markets in this sales area, both with spots and programs, and a full poster showing has been bought in all markets. In radio, 72 stations are being used.

A pre-selling campaign was conducted for the trade, using direct mail and business papers. In the first three weeks of the consumer promotion, Carling was reported having more than 80% distribution, established under G. P. (Tommy) Thompson, sales manager. Will Westlin is advertising manager.

■ The creative responsibility for the campaign was divided between Guild, Bascom & Bonfigli, Seattle and San Francisco, and Lang, Fisher & Stashower, Cleveland, the national agency for Carling's Black Label. GB&B is the agency for the Pacific Northwest region and organized the campaign for Black Label.

GB&B also handles promotion throughout the West for Carling's regional beer, Heidelberg, on which sales are reported running "well ahead" of last year. #

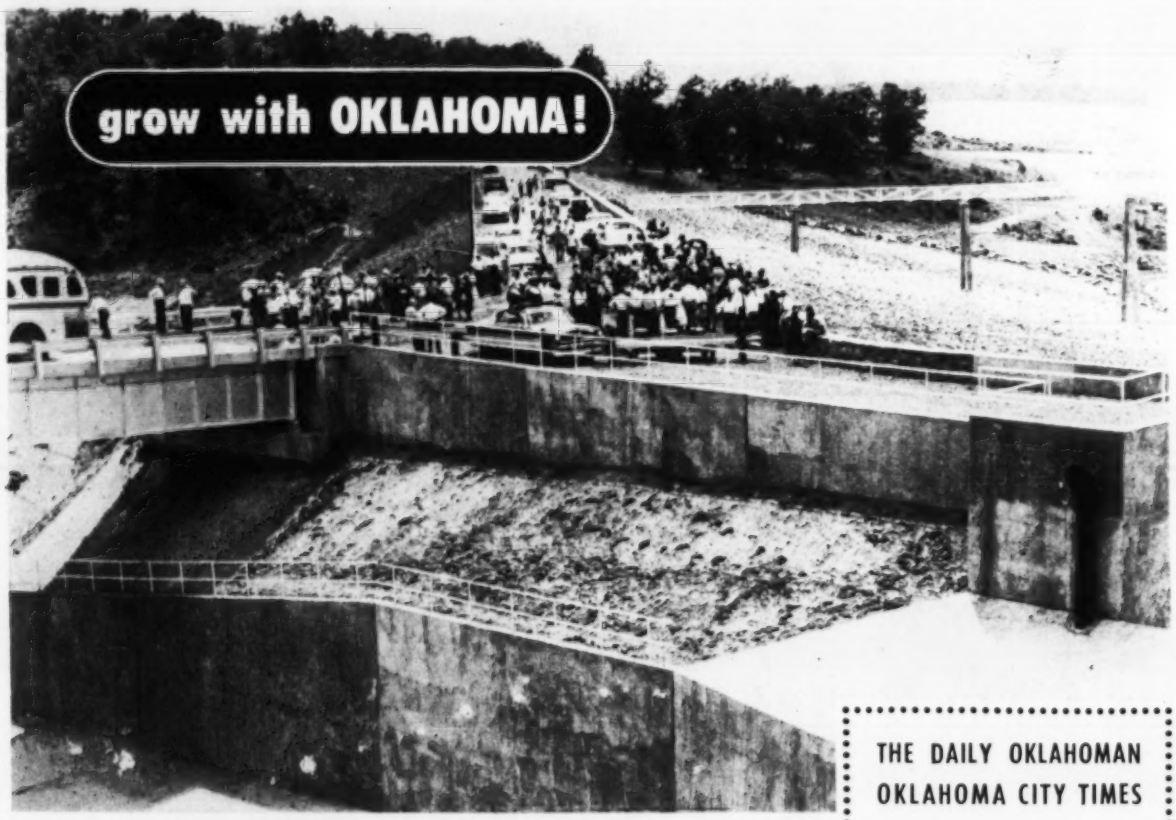
LONGER & FRESHER—*Philip Morris Inc. is using these color ads in selected markets to test Alpine, a new mentholated, king-size, filter-tip brand. Ads will appear in Albany, Rochester and Syracuse. Doyle Dane Bernbach Inc. is the agency.*

Skyline Advertisers' Names Wright General Manager

Melvin B. Wright, station manager of the Hawaiian Broadcasting System, will join Skyline Advertisers' Sales, a tv network which includes KID-TV, Idaho Falls, Ida.; KLIX-TV, Twin Falls, Ida.; KXLF-TV, Butte, Mont.; KFBB-TV, Great Falls, Mont.; and KOOK-TV, Billings, Mont., as general manager-sales manager, effective July 1. Skyline tv operations started in July, 1958, under the management of C. N. (Rosy) Layne, who was given a one-year leave of absence as general manager of KID. At the conclusion of that year, Mr. Layne will return to his position with KID. Hawaiian Broadcasting System includes KGBM and KGBM-TV, in Honolulu; KHBC and KHBC-TV, Hilo, and KMAU-TV, Maui.

Spencer Franc Joins Sigman

Spencer W. Franc has joined Sigman & Associates, Chicago creative advertising counsel, as exec vp. Mr. Franc recently resigned from Klau-Van Pietersom-Dunlap, Milwaukee, as vp and executive art director.



$100,000,000 for water to grow with Oklahoma

A water development program to cost more than $100,000,000 was launched by Oklahoma City less than four years ago. The picture above shows the completion of the first step, dedication in mid-1959 of the Atoka dam to provide a reservoir of 125,000 acre feet.

Looking 100 miles to the Kiamichi mountain area in southeastern Oklahoma, Oklahoma City passed a bond issue in 1955 to buy damsites, pipeline right of way, build the Atoka dam and enlarge Oklahoma City's main distribution system to meet the new demands of the growing city.

Three more lakes in southeastern Oklahoma are planned in the overall program, their sites already authorized for purchase by the original bond issue.

This ambitious water development program is made necessary by the rapid growth of Oklahoma City—growth that has earned it a reputation as one of the five fastest growing cities in the nation.

Are your sales sharing in this growth? Plan for solid sales growth in Oklahoma with a strong advertising schedule in this market's "total selling" media — The Daily Oklahoman and Oklahoma City Times newspapers.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

give you daily combined circulation equivalent to 65.8%

and Sunday circulation equivalent to 54.0%

of the families where 51.6%

of the state's retail sales are made . . . a 26-county area including the Oklahoma City Metropolitan Area and the ABC Retail Trading Zone.

Source: circulation—ABC Audit, Par. 13; 9/30/58
market data—SRDS Consumer Market Data 1/1/59

Circulation Growing, Too!
March 31, 1959 Publishers Statement shows
total daily combined circulation 270,063 Up 12,660
Total Sunday circulation 242,783 Up 5,572
compared with ABC Audit, 9/30/58

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency

RRR **RAPID READER RESPONSE** is today—will remain—the goal of every company investing in magazine advertising. For either the reader reacts immediately in **some** way . . . or he never reacts. Either an advertisement builds preference for a product or company . . . or incites action . . . or it does nothing. The success of your advertising, then, must be measured in terms of reader response . . . ad-for-ad, by inquiries and readership scores . . . cumulatively, by reader surveys . . . ultimately, by your company's sales curve.

still basic

Perfect match between editorial concept and circulation is the source of all reader response. Editorial pages must respond to the immediate needs of readers. Circulation must simultaneously respond to new personnel, new departments, new industries. That's why readership—the starting point for every variety of reader response—consistently scores far higher in MACHINE DESIGN. And inquiries—the action response—are naturally higher in quantity and quality from advertising placed here. No wonder the majority of advertisers interested in SELLING to the Original Equipment Market prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE.

MACHINE DESIGN

a Penton publication

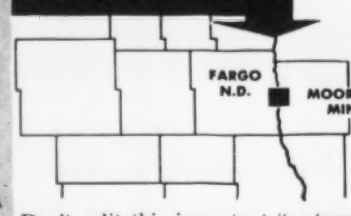
Penton Building, Cleveland 13, Ohio

BPA

NBP

BUT NOT HERE!

2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!



(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Stroh Brewery Names J. C. Derrick Ad Director

J. Charles Derrick

Stroh Brewery Co., Detroit, has appointed J. Charles Derrick director of advertising, a new position. He takes over duties formerly handled by Harold S. Wagoner, vp in charge of sales.

Until last August, Mr. Derrick had been vp and advertising director of Pepsi-Cola Co., New York.

Larsen Moves to Agency

Carl C. Larsen, formerly advertising production manager of Schering Corp., has joined Jordan, Sieber & Corbett, New York, as account service manager.

Music's Siren Song Pulled Gottlober to Program Publishing

NEW YORK, June 23—"Even if the show was dull, the theater program should take the yawn out of the evening." That's one of the mottoes of Sigmund Gottlober, director of National Theater & Concert Magazines.

Another maxim: "A theater program is like an interesting person: Even if old and in tatters, it's still enjoyable and worth while."

A third motto: "*Multo in parvo*," or "Give the advertiser a lot for a little," according to the Gottlober translation.

■ As the advertising representative for program magazines distributed in more than 200 theaters and concert halls across the country, Mr. Gottlober has been able to combine a flair for selling with a lifelong love for music. As editor and publisher of the programs for the Lewisohn stadium concerts and the Berkshire Music Festival, he has been able to add an appreciation of a well-told story and a well-turned phrase.

A third phase of his business consists of the "deluxe souvenir magazines" published for especially gala foreign attractions, such as the Bolshoi ballet, which is breaking records as an audience and advertiser attraction.

■ With his Viennese accent, courtly demeanor, and Scottish walking cane, Mr. Gottlober cuts a dapper figure along Madison Ave. He's a man with a discursive and associative mind, and a conversation with him is apt to wander through many a story and reminiscence—"I like to follow a thought to its source, but I always come back to what I started out to say," he reassures his listener.

A raconteur who tells each story with eloquent gestures, he takes considerable pride in his apparently bottomless supply of anecdotes. "In fact," he admits, "when I hear a particularly good punch line, I'm a little mad that I didn't think of it first."

■ Born in an Austrian village, he spent his early youth in Vienna, and attended the university there, before becoming a sailor with the Blue Danube river steamer line. When he heard rumblings of World War I, he started making plans to come to the U. S., and arrived in New York in April, 1914.

Looking back on his first few years in New York, he remembers them as a time of youthful drifting and experimentation. He attended night school at City College for four years, as well as studying for the ministry for a short while—"But they told me I'd be better off in some other field."

When he "began to settle down," he set up a help-wanted ad department for a Russian language newspaper. His linguistic abilities also stood him in good stead when he started placing amusement ads in other foreign language newspapers. Besides German, he speaks Russian, Polish and French.

■ At that time it was his custom —as it still is—to spend his summer evenings enjoying the Lewisohn stadium concerts—a custom which was to set the course for his whole life. Not only did he meet his future wife at the stadium, but the concerts also got him started in the program publishing field.

In those days, the concerts were run by the New York Phil-

IN BUFFALO...in the morning

MORE HOUSEWIVES ARE "GOING" OVER MORE ADS

Retailers know that women act on advertising in the Buffalo Courier-Express. Here are two of many figures that prove it.

—WOMEN'S STORES use 65.8% of their daily linage—74.1% of the total when Sundays are included—in Buffalo's fastest growing newspaper.

—The THREE LARGEST CHAINS which do well over half the area's food business, place half of their advertising in the Courier-Express.

AND IF YOU SELL MEN, wide leadership in such classifications as Men's Stores, Automobile Dealers, and Financial clearly point to the Courier-Express as the profitable newspaper to carry your sales messages.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more dollars to spend—use the *Morning* Courier-Express. It reaches nearly half the families in ABC Buffalo—over one-third of all those in the rich 8-County Western New York Market.

FOR SATURATION—use the *Sunday* Courier-Express—the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

ROP COLOR AVAILABLE
BOTH DAILY AND SUNDAY

Buffalo Courier-Express

Member: Metro Sunday Comics and Sunday Magazine Networks
Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

harmonic orchestra, and occasionally Mr. Gottlober was asked to write articles for the concert programs. Then one day in 1923, he was asked to take over the publishing of the programs.

At first his reaction was one of protest: "Why are you bothering me? Here I am, enjoying myself listening to the music, and now you want to give me a lot of worries."

But he finally accepted, and the program started growing from a pamphlet of a few pages and a few ads, to today's hefty volume, which sometimes runs 64 pages, chuck full of ads.

He concentrated primarily on the stadium programs until 1941, when he was called to Washington as a witness for an un-American activities hearing, concerning a Russian bookstore ad that had appeared in one of the programs. While there he paid a visit to the National Symphony Orchestra.

"Just as a drunkard would go to a bar, I headed for the symphony hall." The result was he became the advertising representative for the symphony programs.

■ Other programs in other cities soon followed. Through the years he gradually added more and more to his roster until it now numbers more than 200 symphonies, ballets, operas, theaters, outdoor music festivals and summer theaters. The latest addition is a group of Florida theaters, which signed up this spring.

As national advertising representative for these specialized media, Mr. Gottlober finds the hardest job is the initial selling. "No one wants programs at first. It's a fringe medium, and some of the advertisers are hard nuts to crack. But once they have been talked into trying it, they usually stay convinced."

Mr. Gottlober's chief selling point is that the programs are "required reading" for a quality audience; one that lives well and generously and spends a substantial part of its budget on the things that make for gracious living. And not only are the programs read at the performance, he points out, they are frequently taken home and bound into volumes for future reference.

■ Mr. Gottlober's particular delight is achieving ads with a musical theme, and he has pointed the way for many an advertiser to inject musical sell into a program ad.

One example was a Commercial State Bank ad, which was headlined: "A great bank's facilities are like a symphony score: They work together to serve you." The illustration then shows a few bars from a famous symphony, with each line labeled with the name of a bank service.

Mr. Gottlober's love of music and the theater has led him into other fields too. For the past 19 years, he has served as executive secretary of the Film Critics Circle of the Foreign Language Press. For 15 years, he's also been chairman of the Zilberts Choral Society.

He also helped organize a singing-hiking club in Rockland County, and until two years ago was one of its exuberant members. Also for the past 15 years, he's been a member of the executive committee of the advertising and publishing division of the United Jewish Appeal. #

'Carpenter & Joiner' to Make September Debut

Carpenter & Joiner, a Larser Publishing Co. publication, Orange, N. J., will make its debut in September. The new publication will be edited for and directed to the "business man" carpenter and joiner who is engaged in performing all types of home improvement, modernization, alterations, maintenance and repair as well as specialized cabinetry and non-housing structural improvement. *Carpenter & Joiner* will be king size in format and will have an initial guaranteed controlled circulation of 18,000 plus.

B. Franklyn La Rue is president and publisher of the new Larser Co. and Godfrey K. Preiser is the vp and treasurer. Offices are at 415 Fairview Ave., Orange, N. J.

Wilding Opens Detroit Unit

Wilding Inc., Chicago, industrial sales promotion and motion picture company, has formed a new Detroit division, the Dearborn division, at 13535 Livernois St. The new unit, which is headed by John Parrott, vp and general manager, succeeds Wilding-Henderson, a Detroit subsidiary, which has been incorporated into the parent company.

Merrick Promotes Fisher

James B. Fisher has been named art director of the Chicago district office of Merrick Co., marketing organization of Merrick Lithograph Co. Mr. Fisher has been with the company four years.

Dedicated Service

Serving our customers through quality typesetting, with emphasis on reliability has long been the established practice at SERVICE Typographers. This dedication of SERVICE is our continuing pledge to produce the finest in type for all your ads, mailers, and printed pieces. Specify SERVICE in your next type need and get a proof of the difference.

SERVICE typographers, inc.
723 S. WELLS ST. CHICAGO 7, ILL. HArrison 7-8560

where typesetting is still an art

WCCO Radio delivers...

MORE LISTENERS IN HAND . . . more than all other Minneapolis-St. Paul stations *combined!* Even up to 3 out of every 4 listeners in prime morning time.

MORE ACCEPTANCE through full-size programming that attracts and holds your buying audience.

MORE MARKET . . . the hands of 1,014,720 families reaching for your product in 4 states! Basic service area: 114 counties in Minnesota, Wisconsin, Iowa, and South Dakota.

Call or write for full facts.

Nothing sells like acceptance... **WCCO Radio**
MINNEAPOLIS • ST. PAUL
The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales
Source: Nielsen Station Index, Mar.-Apr., 1959, Station Total, 6:00 AM-Midnight, 7-day week

NAB Blueprints Industrywide PR Program for TV

WASHINGTON, June 23—A blueprint for a big pr program for the tv industry has been approved by the National Association of Broadcasters, and plans prepared for a New York office to get the program under way in the immediate future.

Under the plan networks and stations would be eligible to become "sponsors," with each network paying $65,000 a year, and each station paying an amount equal to its highest one-time quarterly rate, four times a year. Plans are also afoot for other segments of the tv industry to participate as "associate sponsors."

The project is an outgrowth of a proposal voiced by NBC Chairman Robert Sarnoff during his keynote speech at the NAB convention in Chicago last spring. NAB sources estimate that the program will cost between $600,000 and $700,000 during its first year.

■ Under the plan a special nine-man television information committee will have widespread autonomy in operating the pr project. However, the selection of most of the committee will rest with NAB President Harold Fellows. At least two of the networks have indicated they intend to support the program, but there is still some uncertainty about the third.

The plan provides that each network which "sponsors" the program will have a right to designate a member of the nine-man committee, and that the remainder of the members will be appointed by Mr. Fellows. #

NTA Names Marks, Lichtenstein to Station Posts

Larry Marks, formerly associate advertising director of *Diners' Club Magazine*, has been named director of advertising of WNTA and WNTA-TV, Newark. Mr. Marks replaced Fred Segal, who resigned as the stations' art and advertising director to join A. P. Lloyd Art Studio. Randy Pagan, who assisted Mr. Segal, has been named art director.

At WNTA, Irv Lichtenstein has been named station manager; he moves over from the parent company, National Telefilm Associates, tv film producer and distributor, where he was director of merchandising and licensing. Sydney Kavaleer, who had been both station and sales manager, will now concentrate on sales. Harvey Chertok, of the NTA merchandising department, succeeds Mr. Lichtenstein as department manager.

Murray Salit Joins Gilbert

Murray Salit, formerly with Irving Serwer Inc., has joined Gilbert Advertising, New York, as an account executive.

SELL MORE ACROSS CANADA:

Sell with The Financial Post. Here are your most important prospects in Canada: nearly 80% of all Post primary readers are in business, professions, government (Gruneau Research). Sell more to Canada's biggest buyers with

The Financial Post

Canada's foremost business newspaper

481 University Avenue, Toronto 2

1242 Peel Street, Montreal 2

1030 W. Georgia St., Vancouver 5

West Coast representatives in the United States: Duncan A. Scott & Co., San Francisco and Los Angeles.

A MACLEAN-HUNTER PUBLICATION

Clay Yurdin, 40, TV Producer, Dies Suddenly in Florida

FT. LAUDERDALE, FLA., June 23—Clay Yurdin, 40, veteran television producer-director, died of a heart attack here June 15.

Mr. Yurdin died in his hotel room after working all day on preparations for the June 20 CBS telecast of the "Mrs. America" pageant, which was produced and packaged by Production Alliance, a mobile tv tape company headed by Phil Melillo and Mr. Yurdin.

Mr. Yurdin received numerous awards for his work in tv. Among them were Peabody, Sylvania and Robert Sherwood honors for direction. He directed documentaries and commercials as well as such programs as "Camera Three," "Lights Out" and the "Patti Page Show."

DON ALLEN

NEW YORK, June 23—Don Allen, 58, who called himself the world's largest Chevrolet dealer, died at Doctors Hospital here June 16 of a heart attack.

Mr. Allen, who left a teaching career to become an auto salesman, acquired his first Chevrolet dealership in Albany, N. Y., about 22 years ago. At his death he headed an organization of 17 dealerships in New York, Miami, Buffalo, Pittsburgh and other eastern cities.

Last February, in announcing that he would spend more than $10,000 on trips abroad for his 15 top sales producers and their wives, Mr. Allen estimated he would sell more than 40,000 cars in 1959.

■ In 1956, he became the first auto dealer to advertise in *Time*. The ad showed Mr. Allen back of a headline that said, "Meet the first man ever to sell over 40,000 cars in one year."

Mr. Allen credited much of his success to consistent and sometimes spectacular advertising.

A. BOON McCALLUM

HOUSTON, June 23—A. Boon McCallum, 76, former Colorado newspaper man and advertising executive, died in Houston June 10. For 15 years he was a partner in Conner Advertising Agency, Denver. He was president of the Advertising Club of Denver in 1925-26.

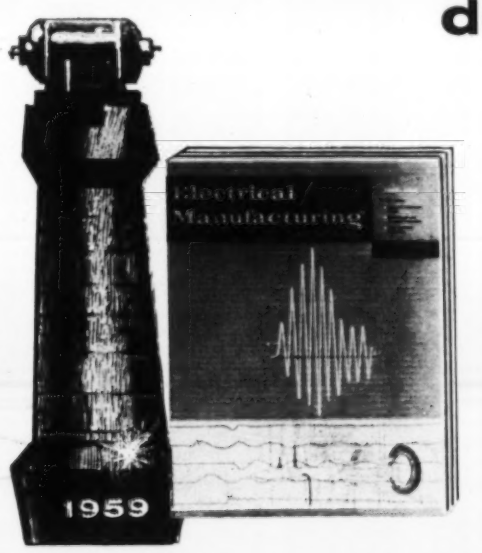
From 1930 until 1952, when he retired to live in Houston, he edited or owned several newspapers in Colorado, Wyoming and Idaho.

DR. GEORGE STETSON

STAMFORD, CONN., June 23—Dr. George A. Stetson, 70, editor emeritus of the American Society of Mechanical Engineers and its official publication, *Mechanical Engineering*, died in a hospital here June 20 after a long illness. A resident of Old Greenwich, Conn., Dr. Stetson retired as editor three years ago.

■ ■ **Conover-Mast offers two additional areas of service to American industry...**

design engineering and boating



Under an aggressive management, Conover-Mast is moving with the times...charting out new plans for service to American industry. "We aim to give our readers a technical magazine service, second to none." This was the editorial platform adopted in 1928 by Conover-Mast in the first issue of its first magazine, MILL & FACTORY. This basic editorial philosophy is still the backbone of every Conover-Mast publication.

It's this "service to readers" that explains Conover-Mast growth and diversification . . . diversification underscored recently when two important publications joined the Conover-Mast group. ELECTRICAL MANUFACTURING and BOATING INDUSTRY add new strength to the company . . . and to each of its publications.

Electrical Manufacturing (circ. 25,857) formerly of Gage Publishing Company, New York City. Widely recognized as a source of technical information in the field of electrical or electronically operated products at the design engineering level.

Boating Industry (circ. 21,292) founded by James Peaslee at St. Joseph, Mich. The leading publication serving distributors, dealers, builders, yard operators and naval architects.

Conover-Mast Publications, Inc.

205 East 42nd St., New York 17, N. Y.

BOATING INDUSTRY • BUSINESS/COMMERCIAL AVIATION • CONOVER-MAST PURCHASING DIRECTORY
CONSTRUCTION EQUIPMENT • ELECTRICAL MANUFACTURING • MILL & FACTORY • PURCHASING
SPACE/AERONAUTICS • VOLUME FEEDING MANAGEMENT

Only the

ROTARIAN

brings your sales message to this concentrated

"action audience"

Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!

90% play an active part in company buying!

84% are active homeowners!

54% are in companies operating 1,265,217 trucks!

82% are active travelers! (make more than 12 trips a year)

53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

The Rotarian

AN INTERNATIONAL PUBLICATION

1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .

Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.

GRAND TOTAL!

Today, for the 94th consecutive rating period since July 1955, the CBS Television Network is attracting the biggest average nighttime audiences in television.*

Since the latest television season began last October, the Network has provided advertisers not only with the greatest average *nighttime* audiences *(14% larger than the second network; 26% larger than the third)* but with the largest average *daytime* audiences as well *(6% bigger than the second network; 100% bigger than the third)*. It has also averaged as many of the Top 10 programs and as many of the Top 40 as the other two networks combined.**

This record provides the simplest explanation of why the CBS Television Network is today for the seventh consecutive year the world's largest single advertising medium.

THE CBS TELEVISION NETWORK

*Nielsen Television Index, 2nd May Report

**NTI, October 1958-May 1959; Average audience basis; nighttime, 6-11 pm, Sunday-Saturday; daytime, 7 am-6 pm, Monday-Friday

In Montreal . . .

Your advertising works harder and does a better selling job in The Star—the *required* paper for reaching the English market.

Ask for The Star's latest Market book.

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

Launch Fashion Quick, Set $3,000,000 Drive

Fashion Quick, the "first and only home permanent with a built-in shampoo," will be nationally introduced in August by the toiletries and cosmetics division of Warner-Lambert Pharmaceutical Co., Morris Plains, N.J. The new product will be backed with a $3,000,000 campaign, according to George J. Abrams, president of the division, plus a coordinated merchandising drive.

More than 3,000 local tv spots will be used in every major market, the company reports, plus full-color magazines, newspaper pages and Sunday supplement advertising. Fashion Quick sells for $2.50 plus tax. Lambert & Feasley, New York, is the agency.

Cleveland t.f. Club to Honor Business Papers Sept. 13-19

The t.f. Club of Cleveland will conduct a week-long salute to business publications Sept. 13 through 19. Highlight of Business Publication Week will be the annual t.f. Club advertising achievement contest. Winners will be presented engraved plaques Sept. 14 during a seminar on business paper advertising at the Hotel Manager, Cleveland.

Entries to the contest should be sent before Aug. 3 to Robert C. Burton, Buttenheim Publishing Co., Superior Bldg., Cleveland.

Slocum Named Adclub Head

John Slocum, national sales manager, KGW-TV, Portland, has been elected president of the Oregon Advertising Club. Other officers are Dick Millison, public relations director of the *Oregonian*, 1st vp; John Swenson, Art Moore & Associates, 2nd vp; and Ray Beach, Foster & Kleiser, secretary-treasurer.

LIGHT TOUCH—*American Petrofina, fledgling oil company, is attempting to distinguish itself with the light touch in its ads. The light theme is carried in radio, newspapers and outdoor plus special regional four-color pages in Life. Taylor-Norsworthy, Dallas, is the agency.*

She can send you flying down to Rio!

The prize in FAMILY WEEKLY's contest exclusively for employes of advertising agencies and national advertisers is a get-away-from-it-all trip for two to Rio de Janeiro via Varig, South America's luxury airline. Six nights and seven days of lush living at the Hotel Gloria overlooking romantic Guanabara Bay. The rules tell you what to do to participate.

Beginning July 26th and continuing for six Sundays FAMILY WEEKLY will offer $60,000.00 in prizes in a series of contests in which its 4,545,997 families will be invited to suggest names for six different film stars of tomorrow. But, in addition, we're running the special contest on this page so you, too, can play our name-coining game. The prize trip for two to Rio will go to the advertising agency or national advertiser employe who submits the best name and closest estimate of the number of entries in the six-issue contest for FAMILY WEEKLY readers. The winner of this contest will be announced in late September, as soon as possible after the close of the reader contest in FAMILY WEEKLY. Your trip for two to Rio (if you win!) can be scheduled at your convenience.

ABOUT OUR GIRL: Her name is Mary-Robin Redd. Ash-blonde hair, enchanting blue eyes, 118 lbs., 5'6". Winner of the grand prize in Saks Fifth Avenue's modeling contest. Now 19, she is studying at UCLA as a theatre arts major.

HERE ARE THE RULES:

(1) Suggest an appropriate name for the starlet pictured here to use in her film career.

(2) Estimate the total number of entries FAMILY WEEKLY will receive in the six reader contests that will run in the magazine. (Tip: FAMILY WEEKLY is distributed with newspapers in 180 selected markets that account for 14.5% of total U.S. retail sales, 14.4% of total U.S. food store sales and 13.8% of total U.S. drug store sales. Its 4,545,997 circulation reaches an average of more than five out of every ten families in 549 counties where its coverage is 20% or more. It saturates the consumer population of 180 city zones with nearly 90% family coverage.)

(3) All entries must be received by midnight Saturday, *July 25*, 1959 and the decision of the judges will be final.

FAMILY WEEKLY—"FLYING DOWN TO RIO" CONTEST A
153 North Michigan Avenue, Chicago 1, Illinois

My suggestion for Mary Robin's screen name is:

.....

My estimate of the total number of entries that you will receive in your reader contest is: .....

NAME .....

TITLE .....

COMPANY .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

Coming Conventions

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D. C.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Export Club Changes Name

Export Managers Club of Chicago will be known as the International Trade Club of Chicago, effective July 1. Reason given for the name change was that many members represent companies which do little or no actual exporting of goods out of the country, but engage in foreign branch manufacturing, licensing arrangements and similar aspects of international business.

A story that built a business overnight

"who doesn't read EN-R?"

INTERNATIONAL
SPEED CRETE
RESEARCH CORPORATION
D. J. Arpin, President
J. J. Arpin, Secretary & Treasurer
3345 N. E. 22nd Street
Fort Lauderdale, Florida
Phone LOgan 4-9618

Edward M. Young, Jr. May 15, 1959
Associate Editor
Engineering News-Record
330 West 42nd Street
New York 36, N. Y.

Dear Ed:

We have been absolutely amazed with the response to the article about our method of repairing piles which appeared in the February 26 issue of Engineering News-Record. Wow!, who, in construction, doesn't read your magazine?

To date we've had letters from 33 states and 12 foreign countries. You might be especially interested in the variety of classifications the letters came from:

26 from Highway, Marine and Port Authorities
9 from Divisions of Corps of Engineers
61 from Construction companies and contractors
21 from Consulting Engineers and Architects
7 from Shipyards and shipping companies
7 from Oil companies
5 from Chemical consultants

With few exceptions, the inquiries have been signed by company officers.

Very truly yours,
DONALD J. ARPIN

A Florida engineering firm developed a new construction technique utilizing skin-divers and a new quick-drying mortar. And though their method had many important advantages, the firm's progress was modest until Ed Young heard about them. Ed is an EN-R editor. He's also had 17 years experience in pile-driving and foundation construction. Thus, Ed quickly recognized the many applications of the method and went to work on the story. He followed one of their jobs through from beginning to end and then re-checked it a month after completion. He obtained laboratory reports and other test results. Finally satisfied, he wrote the story and it was published in a recent issue of Engineering News-Record.

Within two weeks after the story broke, inquiries poured in about using the product on the Panama Canal, the Niagara Power Project, the piers of San Francisco, the Susquehanna River and on many other waterways and ports throughout the country. From South America, Japan, Hawaii, Alaska and from practically every state in the union came inquiries about use of the product as well as applications to be licensees. In short, practically overnight the engineering company had a worldwide business on its hands...all because of one article in Engineering News-Record.

What does all this mean if you sell to construction? Simply this: To sell successfully in construction you must *communicate*. And the basic medium of communication in the construction industry is Engineering News-Record...the one magazine that puts you in touch with practically every important construction man in this country and most of the world.

You sell the men who build America through

ENGINEERING
THE CONSTRUCTION WEEKLY
NEWS-RECORD

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

Meet an IRE award winner for 1959:

IRE REMEMBERS THE MAN

for his Originality

In back of the giant strides in science being made today are men such as Charles H. Townes and Nicolaas Bloembergen who bring to their work great curiosity and keen minds. IRE is proud to honor Mr. Townes, Professor of Physics, Columbia University, and Mr. Bloembergen, Gordon McKay Professor of Applied Physics, Harvard University, as joint winners of the *Morris Liebmann Memorial Prize* for "important, fundamental and original contributions to the maser"

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 professionally qualified men plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Her standard is high....but she's flagged down by sales messages on **KOIN-TV**....the station that can make every day a banner day for your sales in Portland and 32 surrounding Oregon and Washington counties. Eyeing is buying with **KOIN-TV** viewers....as the erudite fellows at CBS-TV Spot Sales will attest....they're mad about **KOIN-TV's** sales-hoisting ratings and coverage!

Getting Personal

Charlie Brower returns to the president's desk of BBDO July 8 after a European trip to attend the Berlin wedding of his son, Charles N., and Oda Rohde-Liebenau June 20. The groom has been in Germany as a Fulbright scholar, studying politics and government. After a European wedding trip, the couple will return to the U.S. where young Brower will continue his studies at the Harvard Law School . . .

Never underestimate the power of a *Ladies' Home Journal* wife: Concie Danforth, wife of **John L. Danforth,** New York representative of the *Journal*, gave birth to a *daughter,* June 14, the first girl to be born in the Danforth family in over 100 years. She's been named Pamela Payan, and the proud grandfather is **J. Davis Danforth,** exec vp of BBDO . . .

Max M. Leon, president and owner of WDAS, Philadelphia, has taken the new voluntary position of business manager of the Philadelphia Grand Opera Co., in addition to serving as conductor of the Philadelphia "Pops" Orchestra, a post he has held since its organization in 1936 . . . **W. W. Wilson,** ad manager of the *Index-Journal*, Greenwood, S. C., has been appointed to a four-year term on the Greenwood County board of education . . .

SCHOLARLY—*The happy gents here—Gene Seehafer (left) of Needham, Louis & Brorby, and Jack Laemmar of J. Walter Thompson Co.—have reason to look so affable: they've just received galleys of their forthcoming book, "Successful Television and Radio Advertising," to be published in late August by McGraw-Hill. The two published a similar book on radio advertising in* 1951.

Tom Bostic of KIMA, Yakima, Wash., is the new mayor of that city . . . Jean Mary McClelland, daughter of the late **George McClelland,** onetime exec of NBC, will be married Aug. 29 to Robert Giesberg, history instructor at the U. of Houston . . . **Bill Matthews,** media vp at Young & Rubicam, was elected president of the Duffers & Bluffers, media fraternity sponsored by *Newsweek*, at the 17th annual outing held at Knollwood Country Club, White Plains, N. Y. . .

Honorary degree time: For **Robert W. Sarnoff,** NBC board chairman, an honorary Doctor of Laws degree from Franklin & Marshall College . . . For **Matthew J. Culligan,** exec vp of NBC-Radio, an honorary L.L.D. from the University of Tampa . . . For **Richard E. Berlin,** president of the Hearst Corp., an honorary L.L.D. from De Paul University . . . And for **Lee Hastings Bristol Jr.,** of Bristol-Myers, an honorary degree of Doctor of Music from Dickinson College . . . For **Henry S. Chafee,** president of the Providence, R. I., Journal Co., an honorary L.L.D. from Brown University . . .

Other honors: **Don Francisco,** ex-vp of JWT and one-time head of Lord & Thomas, is the recipient of a "distinguished alumni award" from Michigan State U. . . **Laurence Kaufman,** account exec with Stral Advertising, has received a VIP award from the Combined Jewish Appeal of Metropolitan Chicago . . .

BBDO news from Pittsburgh: **Richard Benson,** assistant media director, and his bride, the former **Suzanne Evans,** secretary to **Tom Brown,** *Life's* Pittsburgh manager, just returned well tanned from their honeymoon in the Virgin Islands . . . It'll be an August wedding for **Paul Wylie,** artist, and **Cecelia Shimkus,** secretary . . . **Jim Sommers,** artist, has a new daughter; **Don Grace,** copy group supervisor, has a new son . . .

Inter-office merger: On June 17 **Frances Rains,** media director, married the boss, **Robert E. Martin,** president of the Atlanta agency bearing his name . . . Born June 9, David Evan Greenberg, to the **Mark Greenbergs.** Father is Hearst's newsstand sales promotion manager . . .

It pays to read the media mail, **Jean Costo,** on the media staff of The Buchen Co., Chicago, has learned. As a result of paying proper attention to a slogan contest from Station KANS, Kansas City, Miss Costo is now spending an expense-paid two weeks in Las Vegas. Her entry won first prize for the Chicago area . . .

Two more advertising women have been nominated to the ranks of Chicago's outstanding business and professional women, a survey now being conducted among business men by the *Chicago Tribune*. The new nominees: **Duffy Schwartz,** midwest manager of the Advertising Council, and **Marg Sammons,** partner with her husband, Bob Newcomb, in Newcomb & Sammons industrial relations company. The husband-wife team also write the Employe Communications feature in AA . . .

Les L. Persky, president of Product Services, New York, left June 24 for West Germany, Scandinavia and Britain. He's advising manufacturers and trade groups there on the use of tv in marketing their products here . . .

the edge

There was a time when rivers were warm and the trees were young, and man was a stranger. Not only to the world, but to himself. As he was a man he would struggle to create. But to build was to break, to shape was to shatter, for his only tools were random rocks and the rough, blunt rudiments of nature. Then one day his blunt longings sharpened, and he began to build with form and shape. He honed rocks, turned stones into blades, and with ax and knife he carved a world to the mold of his mind's ambition. He had discovered The Edge. It was a bright keen vision in a dark blunt world.

Now in today's world of advertising, there is a challenging parallel...to find the edge that can shape ideas. To carve weighty problems into compelling solutions. To seek the answer at the heart of the question. To create wisely and well...to gain respect and response.

It takes a unique Edge...a sharply focused incisive point of view. Some call it insight. It is the successful advertising agency's most critical property. It is the Competitive Edge.

Warwick & Legler, Inc. Advertising 375 Park Avenue, New York 22, New York

Information for Advertisers

"Business Literature: A Reading List for Students & Business Men" has just been issued in revised form by **Baker Library at the Harvard business school.** Harriette L. Williams, head reference librarian, is the compiler of the list. Copies are available through Baker Library, Harvard business school, Boston 63, at $1 a copy.

• More than 11,000 manufacturing companies are listed in the 1959 edition of "Canadian Trade Index." Names of manufacturers are alphabetically recorded, together with detailed information covering addresses of main and branch offices, principal products made, brands, trademarks, export representation and related data. The 1,100-page directory also includes a cross reference listing in French, Spanish or Portuguese of all Canadian-made products; a resume of private and government services available to Canadian exporters, and notes on export marketing, financing, insurance, transportation and documentation. Copies may be obtained from the **Canadian Manufacturers' Assn.**, 67 Yonge St., Toronto, at $12.50 per copy.

• **American Lumberman & Building Products Merchandiser,** 59 E. Monroe St., Chicago 3, has a brief new presentation to show on the extent to which lumber dealers are taking over control of the end market for home building products. The presentation indicates a new major trend to "dealer sales control," which includes lumber dealers' building homes; dealer-financed and dealer-installed home improvements, and even long-range, large-scale purchasing and development of land for future home building sites by lumber dealers. The presentation is available only by showing through one of the publication's salesmen. For further information, contact H. Royal Lee, promotion manager, at the publication.

• A market data folder for Danville, Va., listing housing, industry, stores, services, schools and public works has been issued by the **Register** and **Bee.** The cover of the folder features a coverage map. Copies are available from Thomas M. Beck, George A. McDevitt Co., publishers' representative, 444 Madison Ave., New York 22.

• Younger housewives spend less time cooking the family's main meal, and they are prime prospects for time-saving food ideas, according to a grocery products survey released by **Redbook.** The survey, entitled "The Young Adult Cook," indicates that younger women are heavier users of convenience foods. They also try new recipes and cooking ideas more frequently than do older women. For information on the study, write Donald E. West, director of marketing research, *Redbook,* 230 Park Ave., New York 17.

• "Come to the Fair," a manual designed to help increase the selling power of exhibits, has been issued by **The Displayers Inc.** Copies are available free from the company at 635 W. 54th St., New York 19.

• "Sales Promoters That Really Promote" is the title of a booklet containing ways and means of increasing the effectiveness of newspaper and trade paper advertising. Featured is low-cost-budget promotions and ideas on how to utilize full color and b&w for catalogs, mailers, flyers, displays, etc. It contains many ideas for the promotion-minded manufacturer and retailer. Copies are available free from **Martin Pollack Inc.,** advertising production service, 1225 Broadway, New York 1.

• A new illustrated booklet, "Six New Ways to Promote Your Products," which shows how air freight can assist with sales promotion and merchandising campaigns, has been issued by **Emery Air Freight Corp.** Keyed especially to the needs of the graphic arts industry and intended for advertising, sales and management personnel, the booklet describes the advantages of air freight for handling shipment of promotion material and the mass distribution of printed matter. Available free of charge, the book-

WTRF-TV STORY BOARD

A ditch digger got $1 too much in his pay envelope, and decided not to say anything about it. The following week the paymaster, discovering the previous error, deducted $1.

"Say," the ditch digger complained, "I'm $1 short in my pay this week."

"Well," said the paymaster, "you didn't say anything last week when you were $1 over."

"I know that," explained the ditch digger. "You see, a fellow can overlook one mistake, but when it happens again, it's time to complain."

● Don't make the mistake of overlooking the potent, powerful, prosperous WTRF-TV market when planning your spot TV campaigns. The 2 million people in this 39-county area have a spendable income of nearly $2½ billion annually. The folks at the George P. Hollingbery Company will show you how you can reach this responsive audience.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

WOMAN'S DAY CIRCULATI
(May '59 was 74% ahead

May '58: 2,419,638/May '59: 4,205,000.* And it's all still *single-copy* sales. Circulation has been moving forward like this at Woman's Day ever since we made it available to all stores. (Take a look at '59's box score on the right.) Something else that's moving ahead: our advertising lineage. May '59 was

let may be obtained from Emery Air Freight Corp., Dept. P, 801 Second Ave., New York 17.

• The 391 metropolitan dailies of the U. S. are read by a mammoth share of the nation's families, according to a study released by the **Richmond Times-Dispatch** and **News Leader.** The study reports that at least one or more of these dailies with combined circulation of 42,833,000 will be read by a minimum of 20% and an average of 70% of all families in 2,549 of the nation's total of 3,071 counties, which comprise about nine-tenths of all the nation's population, buying power and retail sales. For more information on this third annual study, entitled "Metropolitan Daily Newspaper Market Data," write to the research department of the *Richmond Times-Dispatch* and *News Leader.*

• **Reuben H. Donnelley Corp.,** 33 E. Congress Parkway, Chicago 5, has issued a new booklet, "Are You Ready for the '60s," giving population and growth rate, personal savings, retail sales volume, auto registration, industrial and commercial activity and other market data on the Chicago market. For information write George E. Johnson, assistant sales promotion manager, at Donnelley.

• Latest in **Popular Mechanics'** series of "Market Blueprints" is a study of the automobile replacement parts market, which provides facts and statistics on automotive expenditures and repair costs, along with a breakdown of replacement and repair parts. The four-page bulletin is available upon request from "Market Blueprints," *Popular Mechanics,* 200 E. Ontario St., Chicago 11.

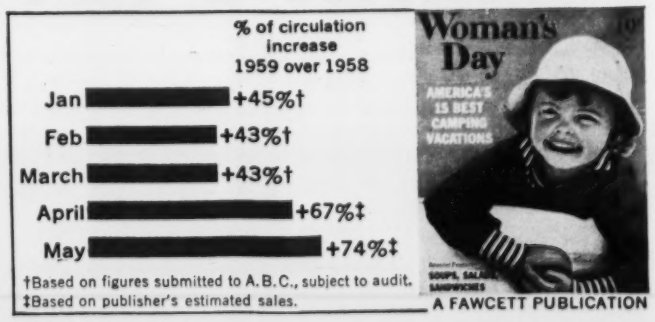
• "Introducing New Products to the Architectural Market," a 26-page guide to basic marketing and promotion channels for the sale of new building products, materials and equipment, has just been completed by the sales and research staffs of **Progressive Architecture.** In nine chapters, the new booklet collates diversified information on year-round product displays, schools or architecture, organizations and memberships, how to organize a press party, whom to see in the architectural organization on a sales call, how to advertise to the architectural profession and other topics relevant to introducing a new building product. To obtain a copy, contact Keith Aldrich, research and promotion manager, *Progressive Architecture,* 430 Park Ave., New York 22. #

©1959, WOMAN'S DAY, INC.

ON REALLY STEPS AHEAD!
of May '58)

30% ahead of May '58. Advertisers like the enthusiastic response they've been getting — *and the healthy circulation bonus.* You will, too.

*Publisher's estimated sales



A FAWCETT PUBLICATION

and only ONE can give you TOTAL Coverage in the PONTIAC AREA

98% of the homes in Pontiac take The Press. 74% of Press readers take no other daily newspaper. 88% take no other evening paper. Total Selling needs Total Coverage. In Pontiac, Total Selling Means The Press.

THE PONTIAC PRESS
PONTIAC • MICHIGAN
Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

I WANT YOU

ENLIST NOW

ALL AMERICA WANTS SERGEANT BILKO! And now — for the very first time — Bilko, Colonel Hall, Doberman, and all the platoon regulars plus top-brass guest stars are available for off-network duty, as THE PHIL SILVERS SHOW becomes the biggest comedy series ever to enter first-run syndication.

The most valuable goldbrick this side of Fort Knox, Bilko is completing four laugh-happy years on the CBS Television Network. During that time, television's top-rated top kick, his supporting cast, his director and his writers — one of the largest, ablest companies in all television — have won honors by the truckload...including a total of 8 Emmy awards!

Carling Brewing Co. (through its agency Benton & Bowles) has drafted Sergeant Bilko for a three-year hitch in 63 major U.S. markets. To join up, wire or call on-the-double...

CBS FILMS

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"
NEW YORK, CHICAGO, LOS ANGELES,
DETROIT, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS,
ATLANTA. IN CANADA: S. W. CALDWELL, LTD.

Hotvedt Staudt Adams Maercklein

WINNER—*Bob Maercklein, Maercklein Advertising, Milwaukee, is the happy recipient of 100 silver dollars from George L. Staudt, newly elected president of the Milwaukee Advertising Club and vp, Cramer-Krasselt Co., for his entry in The Saturday Evening Post contest held for members of the club on a new media concept for the Post. Burton E. Hotvedt, Klau-Van Pietersom-Dunlap vp, and George Adams of the Post, help Mr. Staudt dish out the dough. Other officers elected to the adclub are Robert C. Slater, president, Slater-Rost Studios, 1st vp; George Comte, vp and general manager of radio and television, Journal Co., 2nd vp; Winston C. Williams, pr manager, Klau-Van Pietersom, secretary, and Peter W. Olsen, vp and general manager, Olsen Publishing Co., treasurer.*

SAVE $ SAVE $ SAVE
Lowest Cost Duplicating Service MAGI-COPY Office Copy Machine Owners! Photostat Users! Need 2—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

Gosselin Joins Real Airlines

Thomas Gosselin has joined Real Airlines as U.S. manager of advertising and public relations. Mr. Gosselin, formerly with McCann-Erickson in New York, will work out of Brazil Airlines' Miami office.

May Sales of Chain Stores

	May 1959	May 1958	% Gain or Loss	5 Months 1959	5 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
[a]American Stores	$ 66,017,526	$ 67,334,437	— 1.9	$ 119,655,193	$ 133,934,443	—10.7
Beck Shoe	6,050,207	5,772,552	+ 4.8	23,631,509	22,981,932	+ 2.8
Butler Bros.	12,961,166	11,691,322	+10.8	67,032,318	58,288,567	+15.0
[c]Diana Stores	3,599,546	3,358,329	+ 6.6	33,129,761	30,440,868	+ 8.8
Edison Bros.	11,659,615	10,760,224	+ 8.3	47,881,030	41,411,122	+15.6
Fishman, M. H.	1,285,104	1,241,034	+ 3.6	5,010,792	4,943,523	+ 1.4
[d]Franklin Stores	3,911,550	3,552,016	+10.1	40,001,489	36,639,351	+ 9.2
Gamble-Skogmo Stores	12,003,400	10,199,274	+17.7	52,029,193	43,360,099	+20.0
Grant, W. T.	39,081,371	34,065,083	+14.7	154,160,207	135,275,669	+14.0
[f]Grayson-Robinson Stores	5,298,749	3,376,998	+56.9	46,546,564	34,596,323	+34.5
[b]Green, H. L.	10,736,118	10,898,045	— 1.5	38,418,794	37,818,749	+ 1.6
[b]Hartfield Stores	1,920,916	2,002,969	— 4.1	6,824,001	6,189,416	+10.3
Howard Stores	2,273,735	2,119,595	+ 7.2	9,875,787	9,782,105	+ 1.0
[b]Interstate Dept. Stores	7,580,146	5,679,971	+33.5	22,624,704	18,779,492	+20.5
Kinney, G. R.	7,336,000	6,213,000	+18.1	29,136,000	23,934,000	+21.7
Kresge, S. S.	31,407,777	29,919,564	+ 5.0	138,153,620	130,061,132	+ 6.2
Kress, S. H.	11,751,385	12,354,485	— 4.9	55,599,176	52,340,482	+ 6.2
Lane Bryant Inc.	7,893,810	7,552,930	+ 4.5	32,225,968	29,984,731	+ 7.5
[b]Lerner Stores	16,254,341	15,521,439	+ 4.7	57,387,128	52,966,628	+ 8.3
[f]Mangle Stores	4,013,116	2,981,620	+34.6	13,954,992	11,166,020	+25.0
McCrory-McLellan Stores	13,210,855	12,951,690	+ 2.0	60,349,007	57,606,933	+ 4.8
[b]Mercantile Stores Inc.	13,776,000	13,253,000	+ 3.9	46,587,000	43,949,000	+ 6.0
[c]Miller-Wohl Co.	3,775,243	3,477,879	+ 8.6	35,462,537	33,209,123	+ 6.8
Murphy, G. C.	19,629,177	16,645,967	+17.9	78,973,358	69,096,578	+14.3
Neisner Bros.	5,669,651	5,425,774	+ 4.5	23,711,724	22,783,494	+ 4.1
Newberry, J. J.	17,856,800	16,843,699	+ 6.0	78,861,541	71,794,546	+ 9.8
Penney, J. C.	109,854,558	104,713,551	+ 4.9	384,318,913	357,648,823	+ 7.4
Rose's Stores	2,881,969	2,352,726	+22.5	11,642,721	9,240,807	+26.0
Shoe Corp. of America	9,104,044	8,232,263	+10.6	34,251,112	31,343,922	+ 9.3
[c]Sterchi Bros.	1,949,703	1,773,848	+ 9.9	4,463,999	4,061,556	+ 9.9
Western Auto	23,184,000	19,000,000	+22.0	98,111,000	80,144,000	+22.4
White Stores	4,350,248	4,232,439	+ 2.8	18,738,873	16,055,722	+16.7
[g]Winn-Dixie	51,582,588	46,185,341	+11.7	613,957,999	541,490,140	+13.4
Woolworth, F. W.	69,501,924	69,588,926	— 0.1	312,657,983	301,820,276	+ 3.6
Group Total	$ 594,262,338	$ 571,277,014	+ 4.0	$2,795,365,963	$2,555,139,572	+ 9.4
FOOD CHAINS						
Colonial Stores	34,507,875	32,242,005	+ 7.0	204,132,782	203,241,992	+ 0.4
Grand Union	45,874,248	34,402,019	+33.3	149,761,492	112,077,888	+33.6
Jewel Tea	35,505,917	34,473,362	+ 6.1	174,258,957	165,905,203	+ 5.0
National Tea	63,102,736	59,208,689	+ 6.6	311,154,327	292,911,046	+ 6.2
Safeway	178,018,532	167,660,287	+ 6.2	1,047,900,000	989,300,000	+ 5.9
Group Total	$ 357,009,308	$ 327,986,362	+ 8.8	$1,887,207,558	$1,763,436,129	+ 7.0
MAIL ORDER						
[b]Sears, Roebuck	364,900,631	339,120,959	+ 7.6	1,240,446,403	1,116,339,610	+11.1
Spiegel	14,528,387	10,728,000	+35.4	69,983,100	46,128,800	+51.7
Montgomery Ward	114,138,185	98,351,961	+16.1	374,326,001	320,260,200	+16.9
Group Total	$ 493,567,203	$ 448,200,920	+10.1	$1,684,755,504	$1,482,728,610	+13.6
DRUG CHAINS						
Peoples	7,008,104	6,090,890	+15.1	33,255,645	28,367,742	+17.2
Walgreen	23,093,702	21,421,439	+ 7.8	110,531,559	101,210,011	+ 9.2
Group Total	$ 30,101,806	$ 27,512,329	+ 9.4	$ 143,787,204	$ 129,577,753	+11.0
Combined Total	$1,474,940,655	$1,374,976,625	+ 7.3	$6,511,116,229	$5,930,882,064	+ 9.8

[a] 3 months. [b] 4 months. [c] 10 months. [d] 11 months. [e] 4 weeks May 23; 8 weeks May 23. [f] 17 weeks May 30. [g] 48 weeks May 30.

Ward Will Promote 62-Piece Furniture Line Via Mail, Dailies

CHICAGO, June 23—In a major new furniture merchandising venture, Montgomery Ward & Co. this summer will offer its first correlated line of furniture, a 62-piece line of modestly priced Danish-style furniture being marketed exclusively by Ward.

Called the Suburbia line, the group is being promoted under the general theme, "For people who think young—live young." Local advertising—newspaper and direct mail—will break in each of Ward's more than 500 markets as the furniture reaches its 551 retail stores and 543 catalog stores. Deliveries are slated for some stores this week.

Ward's fall-winter catalog, due out next month, will devote four pages to the Suburbia line.

■ Ward describes the Suburbia merchandising program as an attempt to "give young homemakers, and others on modest budgets, good taste and quality at low prices."

Examples of Suburbia line prices: a six-piece living room group—sofa, arm chair, occasional chair, cocktail table and a pair of step lamp tables—less than $350; a three-piece bedroom group, less than $200.

Kroehler Mfg. Co. is making the major furniture pieces in the line, while Bassett Industries is making the case goods. Correlation of the line's styling under the modest-price formula was worked out by designers of both companies and of Ward, plus Leo Jiranek, New York designer who does much of Bassett's designing, and Forest Wilson Associates, Chicago furniture designer. #

Bates Elects Seven VPs; Promotes Eight Others

Ted Bates & Co., New York, has elected William T. Kammerer, William J. Kennedy, Winston W. vps and associate media directors. Kirchert and Martin J. Murphy Mr. Kammerer formerly was assistant to the media director; Mr. Kennedy was assistant vp and media department manager; Mr. Kirchert and Mr. Murphy were assistant vps and media group supervisors. In addition the agency has promoted Norman A. Chester, media supervisor, and Bruce L. Small, media buyer, to assistant vps and media supervisors and Jacqueline DaCosta, assistant media service supervisor, to media service supervisor.

Bates also has elected as vps three account executives: Charles N. Crittenton, James H. O'Neil and James W. Rayen. In other promotions in the contact group, five were elected assistant vps. They are A. James Barker, Thomas B. Grimshaw, William R. Groome, William J. Jost and Fremont J. Knittle.

'Californians' Going into Syndication

"The Californians," which is finishing a two-year run on NBC-TV, will go into syndication this fall. The program is being offered for syndication as a once-a-week series or a five-a-week strip by Victory Program Sales division of California National Productions, an NBC subsidiary.

The program is available alone or as a part of a western omnibus, which will include "Frontier," "Steve Donovan, Western Marshal," "Hopalong Cassidy," "Union Pacific" and "Boots & Saddles, the Story of the Fifth Cavalry."

Duffin-Hughes Opens

Daniel J. Duffin, formerly with Erwin Wasey, Ruthrauff & Ryan, and Dana T. Hughes, previously director of public relations of Alco Products, have opened their own public relations company, Duffin-Hughes Associates, at 1518 Walnut St., Philadelphia.

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

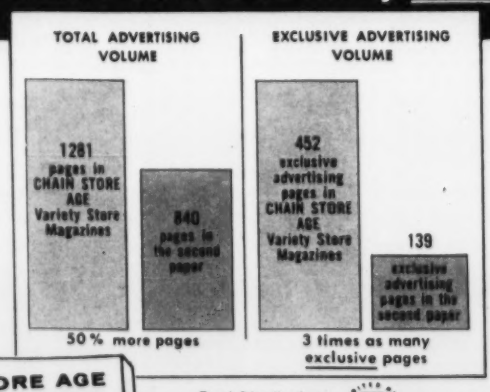
SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

In 1958... over 50% MORE ADVERTISING PAGES *than the second paper* ...and MORE THAN 3 TIMES as many Exclusive ad pages

—that's the dollars-and-cents measure of *advertiser preference* for CHAIN STORE AGE *Variety Store* Magazines: the Executives Edition and the Store Managers Edition – an advertiser preference that holds true not only for the market as a whole... but in major variety store departments such as Housewares, Toys, Apparel, Toiletries and Notions.


TOTAL ADVERTISING VOLUME
1281 pages in CHAIN STORE AGE Variety Store Magazines
840 pages in the second paper
50% more pages
EXCLUSIVE ADVERTISING VOLUME
452 exclusive advertising pages in CHAIN STORE AGE Variety Store Magazines
139 exclusive advertising pages in the second paper
3 times as many exclusive pages

CHAIN STORE AGE Variety Store Magazines are *first* with advertisers because for 34 years they have been first with chain variety store men –proved so as the only *paid-circulation*, ABC-audited magazines in the field and by their consistently *high renewal rate* – currently 82.94%. Write for sample copy and detailed market and circulation information.

TWO BOOKS ONE RATE ONE PLATE

CHAIN STORE AGE VARIETY STORE EXECUTIVES EDITION
CHAIN STORE AGE VARIETY STORE MANAGERS EDITION

Total Distribution 23,600 ABC
Publisher's statement 12/31/58

2 Park Avenue, New York 16, N.Y.
Boston • Chicago • Los Angeles

The only variety store magazines chain store men BUY

YOUR #1 MAGAZINES IN YOUR VARIETY STORE MARKET
CHAIN STORE AGE *variety store magazines*
Executive & Managers Editions

2 Park Avenue, New York, N.Y.

THE QUIET WAR

The boy working in the shadow of Lincoln has one great, indefinable advantage over the boy working in the shadow of Lenin. The *freedom* to ask, to challenge, and to refuse to think by rote.

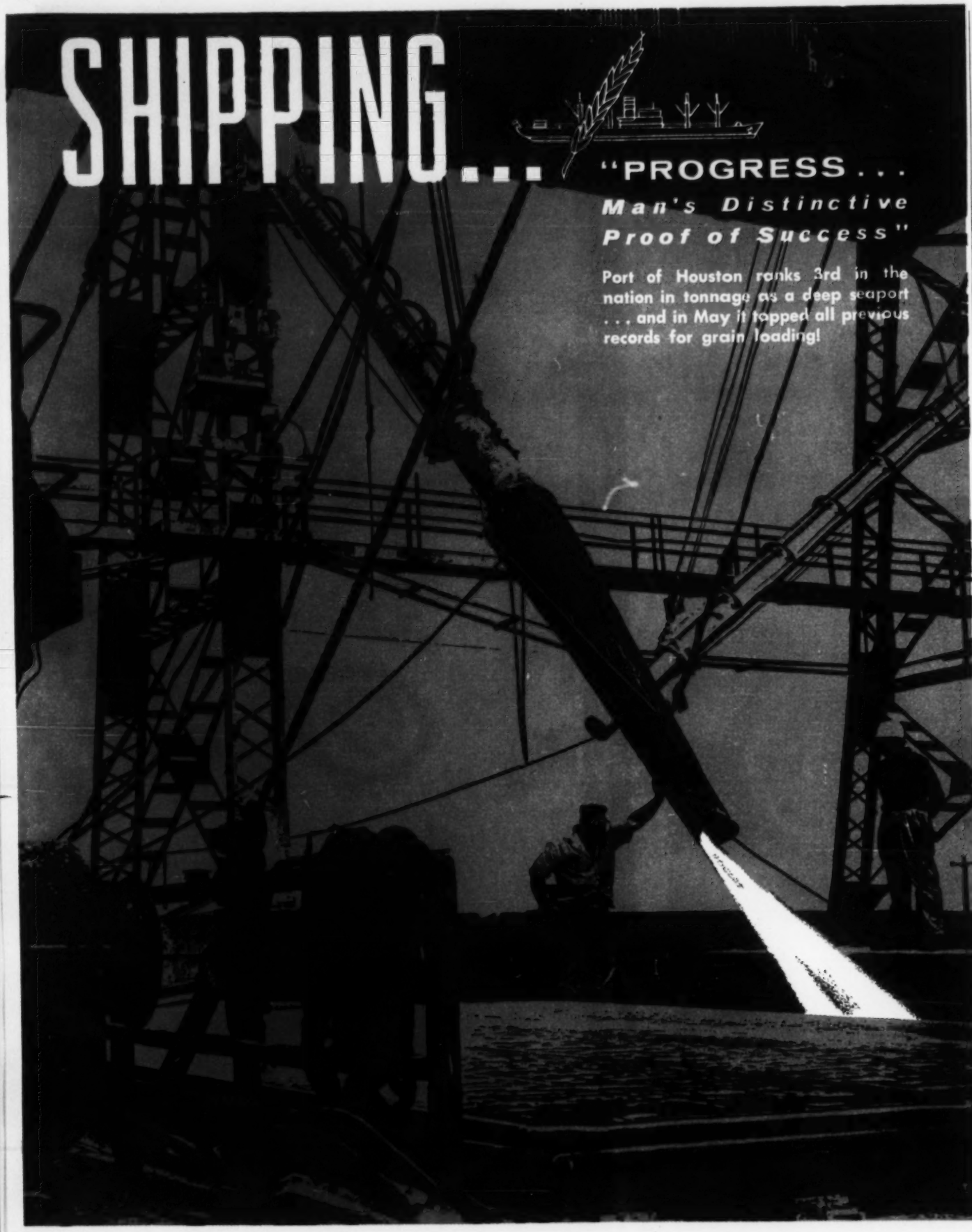
Yet, with all this freedom, the question before the United States remains: is he working hard enough?

If our student goes to school for six hours a day, and their student goes eight. ¶ If our student does one hour of homework and their student does three. ¶ If our student takes easy courses and their student takes hard ones . . . *Who is more likely to succeed?*

These are questions we can ask about our youth.

Should we not also ask them of ourselves?

Young & Rubicam, Advertising


SHIPPING...
"PROGRESS...
Man's Distinctive
Proof of Success"
Port of Houston ranks 3rd in the nation in tonnage as a deep seaport ... and in May it topped all previous records for grain loading!

And now, more progress in circulation for the Houston Chronicle, your smartest advertising buy in Houston

Chronicle circulation is **UP**

8113 Daily – 6092 Sunday

Raising Chronicle circulation to **200,175 daily** and **221,860 Sunday**

Latest figures submitted to the Audit Bureau of Circulations for the six months period ending March 31, 1959 show this increase in Chronicle circulation daily and Sunday

THE HOUSTON CHRONICLE

THE BRANHAM COMPANY — National Representatives

New Methods Make Good Typography Available, Says 'AR'

CHICAGO, June 23—A growing variety of ways to create display type without hot metal is bringing fine typography within the means of more people, according to *Advertising Requirements.*

Writing in the July issue of *AR*, managing editor Robert B. Konikow details the four main categories of "cold type"—hand lettering, template lettering, paste-up (preprinted) lettering and photographic lettering.

• With hand lettering, the article points out, an expert lettering man "can do more with lettering and words than any mechanical method. He has the feeling of an artist for balance and spacing and over-all appearance. . . But you pay for these qualities."

• Template lettering—using a stencil to guide the pen of a less skilled draftsman—can be used in its simplest form, or in mechanical methods. Of the method, Mr. Konikow says: "It is fast in application, does not take up much office space, low in cost, and can be used by operators with little or no art training."

• Preprinted lettering is the next step in quality, *AR* says. "Collectively, the paste-up letter systems offer a wide choice of typeface styles. Both familiar standard faces and unusual modern hand lettering styles are available. They are clean and reproduce well in offset as well as letterpress."

• Costs range widely among the photographic systems for producing type. Among the less expensive machines, Mr. Konikow discusses the Foto-Riter, Protype, Filotype, Headliner and Typro. #

John Buker Rejoins BC&G as VP in Portland Office

John C. Buker, until recently vp and San Francisco manager of Holst & Male, has rejoined Botsford, Constantine & Gardner as vp and account executive in the Portland office. Mr. Buker was with Botsford, Constantine in San Francisco from 1950 until 1957, when he joined Holst & Male, now BC&G's associate agency in Honolulu.

John C. Buker

Mr. Buker will be account executive for the men's division of Jantzen Inc. as well as other accounts.

Silvers Joins 'Diners' Mag'

George S. Silvers, formerly with Esquire Inc., has joined *Diners' Club Magazine*, New York, as associate national ad director, succeeding Michael Carey, who has resigned. Larry Marks has resigned as associate ad director of the magazine to join WNTA, Newark. *Diners' Club Magazine* does not plan to replace Mr. Marks.

WREX-TV Promotes Lightner

Jack Lightner has been named promotion manager of WREX-TV, Rockford, Ill., replacing Chuck Olson, who recently resigned to accept a similar position in Milwaukee. Mr. Lightner joined WREX-TV two years ago as a member of the sales staff and assistant promotion manager.

'This Week' Adds Two

This Week Magazine, effective Sept. 13, will add the *Grand Rapids Press* and the *Tampa Tribune*, bringing to 42 the number of newspapers distributing the supplement.

In the New York market

460,000 families own two or more cars

And among these two-car families in the New York area, the Daily News has 550,000 adult readers—as many as the other New York City morning papers combined; 160,000 more than the evening papers combined.

Source: Profile of the Millions—2nd Edition, a massive study of New York market characteristics. For a presentation, call any News office.

Whether you are selling imported cars or imported liqueurs, houses, insurance, securities, top price line apparel or any big ticket item—you find more prospects in The News than in any other New York newspaper. By any index, The News has the largest share of the quality market.

Nearly two million circulation *(city and suburban)* adds dynamic drive to any sales effort, moves mountains of merchandise through assorted outlets, or screens out the limited prospects.

For class coverage or mass, there is no substitute in the New York market for The News. And no other medium delivers so much sell for the money. Get the facts from any New York News office.

THE NEWS, ***New York's Picture Newspaper***

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
—3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU

Columbus' industriol output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.

Attractive Optional Combination Rate With Morning Ohio State Journal Available

Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . .
The Dispatch has the selling power.

The Columbus Dispatch

Agencies, Media Hurt Morals, Say Religious Leaders

NEW YORK, June 23—Some ad agencies and some newspapers, television and radio stations and magazine publishers are hurting the moral climate of New York, according to the Committee of Religious Leaders of the City of New York.

The committee, in an interim report to Mayor Wagner on the "influences affecting the moral and spiritual climate" of the city, pointed out:

• Some ad agencies present "false standards of material values as the criteria for the successful life" and some "have sensationalized the appeal of 'sex' to adorn products that have not the remotest connection with it. They compete in the presentation of the lurid and the lewd."

• A segment of the city press "permits lurid advertising for the promotion of various wares, especially motion pictures" and sometimes recommends books, plays and movies that "are, at very least, questionable in their standards concerning decency, honesty, patriotism and family life and appeal to man's lowest tastes."

• Television was urged to accept its cultural and moral responsibilities and told that "long exposure of materialistic concepts, sadistic and brutal violence, with its emphasis on physical attributes with suggestive dialog and sequences, cannot but have a harmful influence on viewers."

• Radio's "high level of information and entertainment" is marred "by the indecent suggestions and implications contained in the popular songs on many so-called 'disk jockey' shows."

• A "considerable segment" of the magazine industry "exercises a most harmful influence" because the magazines are "salacious in content and abnormal in psychology."

■ The committee urged advertising agencies to avoid the "false appeal to the possession of material things as indications of successful living." It added that " 'men of distinction' became so by reason of *character* and personal integrity, *rather* than possession." Also proposed was the complete suppression of "the lurid and lewd."

Newspaper publishers were asked to "completely reject" lurid advertising while radio and television were urged to avoid crime and violence.

"The unrealism of the 9 o'clock demarcation line between the adult and child viewing hours should be recognized," the committee said. "Networks should have a prudent regard for the adolescent, the pre-adolescent and even the maladjusted in the programs they show."

■ The committee called on magazine publishers to recognize pornographic and salacious literature as "a social evil which is destructive of the values that are necessary for a wholesome and responsible social structure."

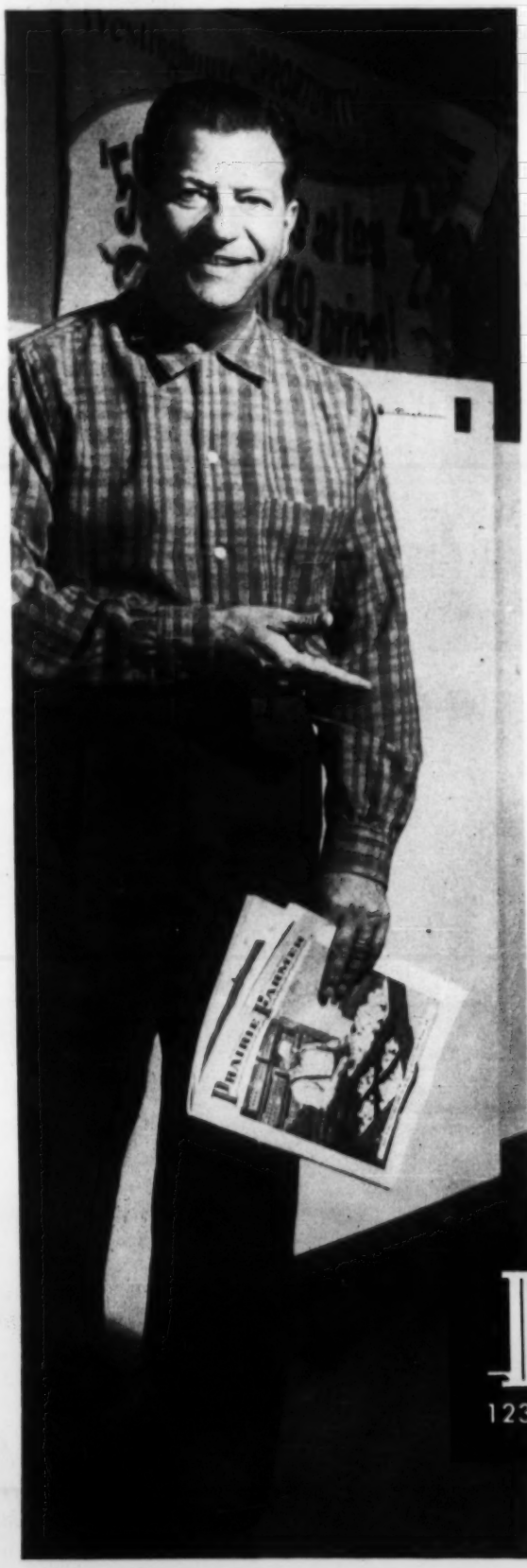
All faiths, the committee noted, will make "a concerted pulpit appeal over a given period" and congregations will be asked "to register their concern by writing letters to the media, speaking with individual distributors and by more vigilant control within the family."

Co-chairman of the committee are Msgr. Thomas A. Donnellan, chancellor of the Archdiocese of New York; Dr. Dan M. Potter, executive director of the Protestant Council of New York, and Dr. William F. Rosenblum of Temple Israel and former president of the Synagogue Council of America. #

Lasting Star Campaign Slated for Fall by James Lees

A fall promotion for Lasting Star, a pattern made of Du Pont's new 501 nylon carpet yarn, is planned by James Lees & Sons, Bridgeport, Pa., carpet manufacturer. Four-color page ads are scheduled for Oct. 4 in Sunday supplements *Parade, Sunday, Family Weekly* and five independent supplements, plus b&w ads in supplements in 19 other newspapers. A four-color bleed ad in the Oct. 5 *Life* and October issue of *Reader's Digest* is also planned.

The pattern will also be featured on the DuPont show over CBS on Oct. 5 and on the Dave Garroway "Today" show for the three following days. Promotion kits will be sent to dealers. N. W. Ayer & Son is the agency.



"I'M GLAD TO SEE AN AD FOR MY REFRIGERATOR LINE IN ANY MAGAZINE, BUT MY 1st CHOICE IS PRAIRIE FARMER"

He owns an appliance store in rural Illinois.
More of his customers read Prairie Farmer than any other publication. In fact, on Illinois and Indiana farms, Prairie Farmer outcirculates the highest general consumer magazine by 3 to 1.

Prairie Farmer is the *one* way to cover rural Illinois and Indiana—the second largest mass market in the area—with one publication.

No wonder Prairie Farmer is the 1ST choice of all types of businessmen.

Whatever your product, remember:
In rural Indiana and Illinois,
Prairie Farmer is *your* 1ST choice, too.

PRAIRIE® FARMER
1230 West Washington Blvd., Chicago 7, Illinois

Member of
MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
250 Park Avenue, New York 17

West Coast Representative
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

STATE and LOCAL FARM PAPERS

LOOK announces a new circulation guarantee of

6,000,000

effective with its Feb. 16, 1960, issue

A glance at the table below will reveal not only the tremendous circulation reach of America's Big 3 Showcase Magazines, but the hefty increase in that reach since World War II. In this 14-year period, during which the number of U. S. households climbed by 36%, the total guaranteed (or rate base) circulations of LOOK, Life and Post have spurted by more than 68% —almost twice the increase in households.

Also evident in the table is the extraordinary rise (185%) in the guaranteed circulation of *one* magazine—LOOK—whose gain exceeds the combined increases of Life *and* Post. And LOOK is the only one of the three magazines—in fact, the only major magazine in America—to have registered an increase in *delivered* circulation year after year, *every* year, since World War II.

Right now, although LOOK has the highest newsstand and subscription price per copy in its field, its circulation continues to climb. Already giving advertisers a substantial bonus over a current guarantee of 5,550,000, *LOOK will deliver bonuses of 400,000 to 500,000 copies with issues in 4th quarter, 1959.*

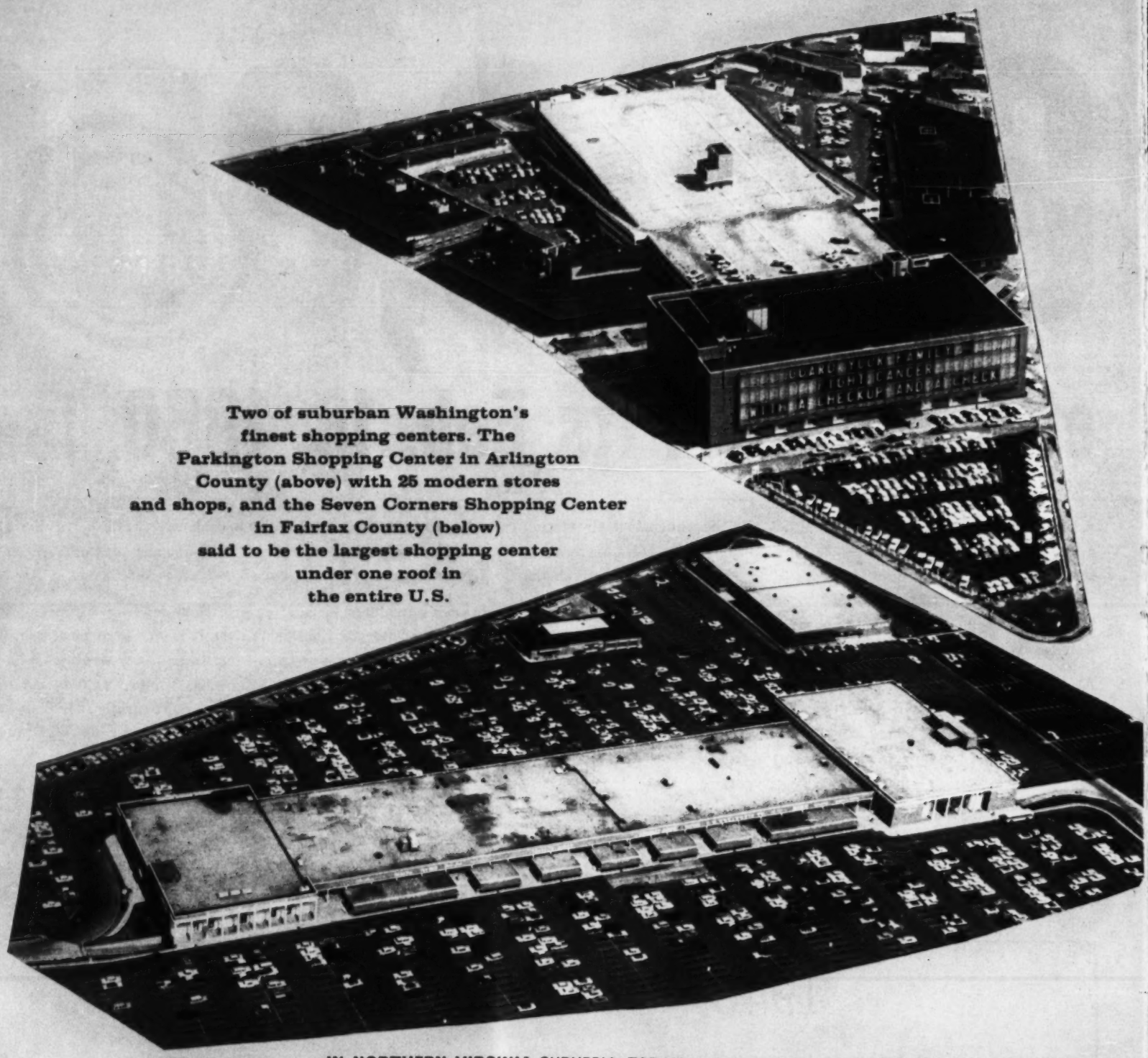
LOOK's unmatched circulation growth stems from a simple editorial premise: that no story in the world interests people so much as the exciting story of people. This accent on people has given LOOK an atmosphere of warmth, understanding and wonder . . . a personal impact that evokes a personal response. And what better background *is* there for the advertising of consumer products and services!

LOOK THE EXCITING STORY OF PEOPLE

CIRCULATION GUARANTEE OR RATE BASE

	1946	1960 LATEST ANNOUNCED	GAIN
LOOK	2,100,000	6,000,000	+3,900,000
LIFE	5,200,000	6,500,000	+1,300,000
POST	3,700,000	6,000,000	+2,300,000
"BIG 3"	11,000,000	18,500,000	+7,500,000

TO SELL FAMILIES WHO LIVE IN THE



Two of suburban Washington's finest shopping centers. The Parkington Shopping Center in Arlington County (above) with 25 modern stores and shops, and the Seven Corners Shopping Center in Fairfax County (below) said to be the largest shopping center under one roof in the entire U.S.

IN NORTHERN VIRGINIA SUBURBIA TODAY is distributed by the Northern Virginia Sun, the Loudoun Times-Mirror, the Manassas Journal Messenger, and the Alexandria Gazette. The eleven suburban communities served by these newspapers are a major factor in the record-breaking (350%) post-war growth of Northern Virginia, an area whose total effective buying power exceeds ONE BILLION dollars. Its per-family effective buying power exceeds the District's by 26%. Last year Northern Virginians spent over $130 million for food, over $87 million for automobiles and automotive products, and over $22 million for drugs.

On the Maryland side, SUBURBIA TODAY is distributed in 13 suburbs served by the Suburban Record, the Montgomery County Sentinel, and the Prince George Post.

Your advertising in SUBURBIA TODAY concentrates on 76,818 home-owning, high-income families in suburban Washington, D. C. and repeats this selective coverage pattern in the suburbs of 182 key markets coast to coast.

SUBURBS AND SHOP IN THE SUBURBS...

SELL THE MAGNIFICENT MARKET of *Suburbia Today*™

The Magazine of Pleasant Places

The unique publishing concept upon which SUBURBIA TODAY's coverage pattern is based, offers advertisers an unprecedented opportunity to concentrate on outstanding suburbs of America's large metropolitan centers.

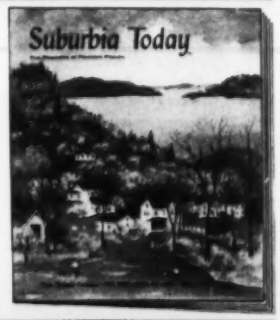
SUBURBIA TODAY's coverage of the Washington, D.C. suburban area is an example of this concept put into practice. Through its seven distributing newspapers, SUBURBIA TODAY delivers depth coverage of 25 top-rated Washington suburbs. The modern shopping centers, giant supermarkets, smart shops and display rooms in these suburban areas reflect the dramatic growth in population and sales in America's booming suburban communities.

In 450 hand-picked suburbs like these, recognized for their high-income, home-owning, multi-car families, SUBURBIA TODAY's crisp, modern format is geared to families whose discerning tastes are matched by their ability to buy for greater needs. It is America's newest, biggest market for quality products.

You can sell 1,226,182 high-income families in 450 selected suburban communities with your advertising in SUBURBIA TODAY. Distributed by 182 local suburban newspapers — newspapers your most alert suburban dealers advertise in — SUBURBIA TODAY is the only national magazine that combines the sales advantages of selective concentration, depth coverage and local impact in today's fastest-growing market — the Magnificent Market of Suburbia Today. Ask your nearest representative for latest market and coverage information.

Get the full story! Call him soon.

The smart, monthly colorgravure magazine of selected suburban newspapers.



Suburbia Today

Leonard S. Davidow, *Publisher* Patrick E. O'Rourke, *Advertising Director*

153 North Michigan Avenue, Chicago 1, ANdover 3-1270

James L. Thompson, *Advertising Manager*

NEW YORK 22: 405 Park Avenue, PLaza 5-7900

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262

CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677

Suburbia Today

The Magazine of Pleasant Places

NAEA Conferees Refine Total Selling Tools, Hear Appeals for Total Unity

(Continued from Page 3)

personal plane in their respective markets than can reasonably be attained by the metropolitan daily in a multiplicity of communities," Mr. Spilman said.

"Non-metropolitan newspapers must likewise recognize the existence of mass coverage on a broader and more expansive scale. One does and should dovetail with the other [and] not seek the abolition of the other."

■ Charles T. Lipscomb Jr., president of the Bureau of Advertising, outlined progress of the industry total selling effort so far. He gave the newspaper ad execs a rundown on research, promotion, and sales tools worked up for the effort, which include special promotions in the auto, food and appliance fields.

Mr. Lipscomb said preliminary results of the "Live Better" auto promotion in April showed more than 700 newspapers in over 500 markets participated.

■ How newspapers are improving relations with national advertisers on the grass roots level was told by Louis M. Rich, ad director of the *Des Moines Register & Tribune*.

Mr. Rich described a special task force in which the three major newspaper sales groups—NAEA, American Assn. of Newspaper Representatives and BofA—have linked up on a project to sell big national accounts on newspapers.

As part of the total selling drive, Mr. Rich said, the three sales groups have made numerous contacts in behalf of the industry with such big spenders as Lever Bros., Standard Brands, Buick, Armour & Co., Anheuser-Busch and others with good results. In July and August the newspapers will make a presentation to General Foods, he added.

■ Presenting the newspaper case to big advertisers was the subject of two other speakers in the Monday session.

Wilson W. Condict, vp, Moloney, Regan & Schmitt, gave a case history of the BofA efforts to get A&P food stores into the industry-wide "Better meals build better families" promotion.

James Steele, *Pittsburgh Post-Gazette*, told how the total selling approach and BofA sales tools are being used in the Pittsburgh market.

■ Arthur L. Davies, publisher of the *Whig-Standard*, Kingston, Ont., told the newspaper execs that consumers usually read newspaper ads for two reasons: Appeal of the advertised product, and a need for the product.

He said retail merchants should use the newspaper medium because "more retail businesses have been built on continuous newspaper advertising than on any other type of advertising."

"The national ad in the newspapers—in Canada, at any rate—can get a valuable bonus if the manufacturer will allow dealers to append 'hookers' to the ads at their own expense."

■ The hooker technique—appending small-size retailer ads to a national manufacturer's ad—was the subject of a talk by another Canadian adman, I. H. MacDonald, general manager of the Canadian Daily Newspaper Publishers Assn., who scored national media for producing a frustrated public.

"All too often the consumer's interest is titillated, and when he wishes to buy he is left in complete and frustrated ignorance of where to buy," he said.

■ In a panel session on ways and means of boosting newspaper linage and revenue, Charles G. Fenn, ad manager of the *Free Press*, London, Ont., suggested that newspapers build better sales through improved relations with retailers.

He gave a case history of a promotion by the *Free Press* in which 1,000 retail sales people were crammed into a theater to hear tips from sales experts.

"These people were not executives," said Mr. Fenn. "They ranged from clerks to countermen. They heard ways of improving sales by improving their own personalities and selling techniques. And even though we are a one-newspaper city, we received hundreds of calls from retailers who appreciated the paper's interest in their problems."

■ Melvin E. Tharp, advertising director, *Columbus Dispatch*, suggested that newspapers could boost out-of-town revenue by running a restaurant guide and selling ads to restaurants in an area as wide as 100 miles from the newspaper's market.

"Hotels and restaurants from outside our trading area make up a great portion of the *Dispatch Guide*," he said. "We couldn't accept advertising from clothing, furniture or other retail stores, but for some reason no one objects to restaurant listings."

■ John Lake, ad director of the *Journal*, Elizabeth, N. J., told of his newspaper's success with special shopping sections.

"By running these sections newspapers can get extra linage they don't normally get and also run a feature popular with both reader and retailer," he said.

Irwin A. Simpson, ad director of the *St. Petersburg Times*, suggested that salesmen "love personal recognition" and said a newspaper can boost the self esteem of salesmen by running monthly sales contests and having the space men pick the winner.

■ Robert M. Wheeler, ad director, *Detroit Free Press*, chided newspapers for not concentrating on building classified linage.

"Everybody says classifieds are important; yet nobody does anything about them," said Mr. Wheeler. "What happened to the family want ad? That's the backbone of building readership.

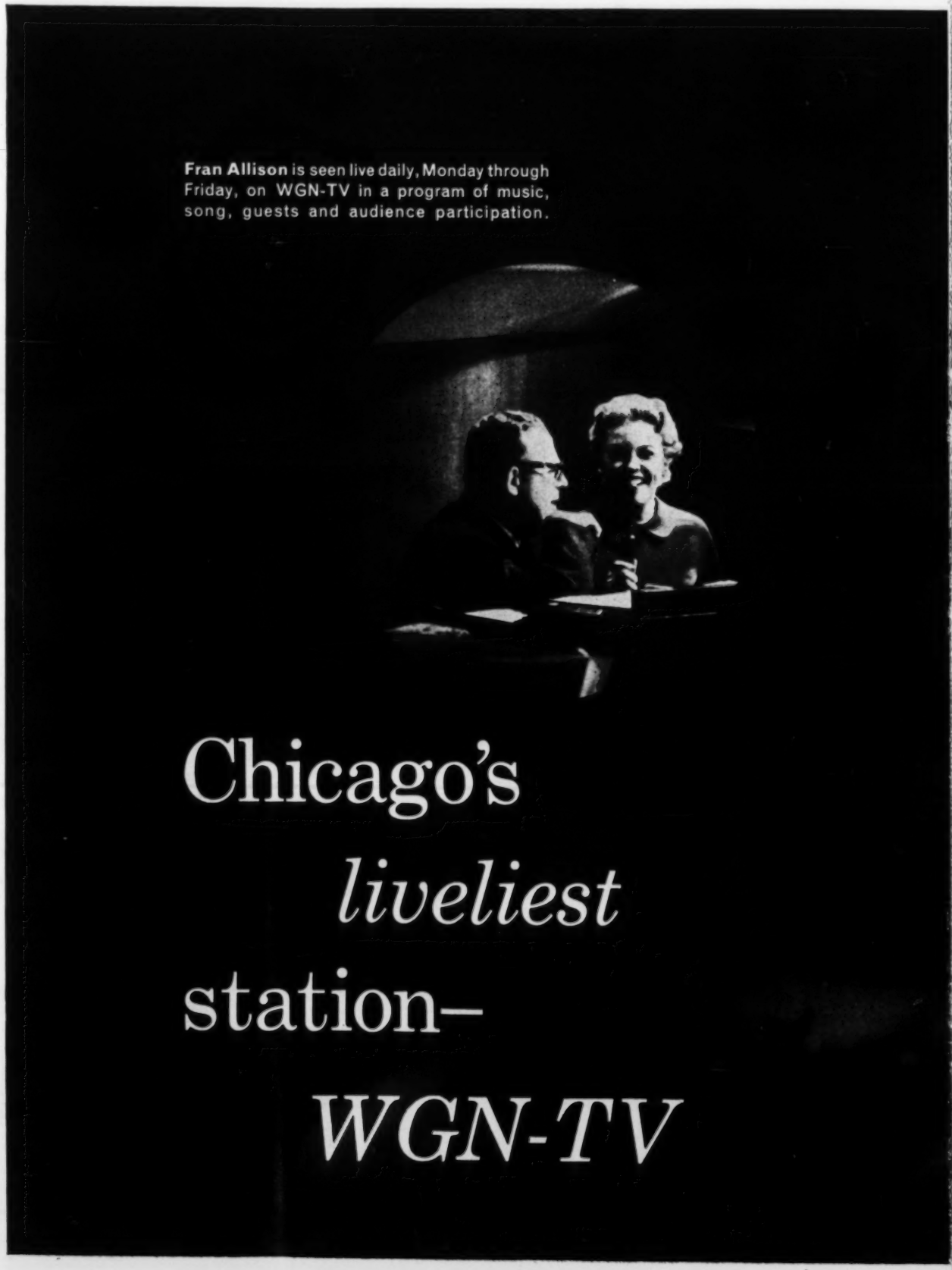
"Newspapers promote the hell out of tv and then try to figure out how to keep tv from taking money away from us. Why don't they promote the want ads?

"Not so long ago newspapers had most of the national linage. Today we have most of the want ad business. Are we going to hold it?"

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio


Fran Allison is seen live daily, Monday through Friday, on WGN-TV in a program of music, song, guests and audience participation.
Chicago's
liveliest
station–
WGN-TV

Frank Nelson Rich Cook Sykes Barnhill Lipscomb Wyman Newmyer Butler Doig Tharp Wolfe

NAEA CONVENTION—*At the Newspaper Advertising Executives Assn. meeting were Morton Frank, Family Weekly; Carl J. Nelson, Publication Research Service; Louis M. Rich, Des Moines Register & Tribune; Charles A. Cook, Terre Haute Tribune-Star; William F. Sykes, Oklahoma City Oklahoman & Times; Les Barnhill, Miami Herald; Charles Lipscomb, Bureau of Advertising; Herbert G. Wyman and Leroy F. Newmyer, both of the Toledo Blade; William F. Butler, New York Herald Tribune; Rufus Doig, O'Mara & Ormsbee; Melvin E. Tharp and William Wolfe, both of the Dispatch, Columbus, O. The convention was held at Hot Springs, Va.*

Ben Dobrinsky, ad director of Steinberg's Ltd., Montreal supermarket chain, told the convention that newspapers should work in partnership with retail advertisers.

"When the retailer places an advertisement, he is buying a very precious commodity," said Mr. Dobrinsky, and "that is the audience a newspaper creates. The success of any particular ad must be considered in the light of a promotional partnership—the merchandiser promoting his products, the newspaper promoting itself.

"Each part of this total promotion, if successful, means an increase in circulation for both. Increase in circulation of store traffic and increased circulation for the newspaper."

■ Preprinted ads were the subject of the two remaining speakers at Tuesday's session.

How the *Chicago Tribune* uses preprints in its pages was explained by Felix Tomei, assistant manager.

"This is the era of spectaculars in all media," said Mr. Tomei, "and it is the age of the unusual. Since both public and advertisers like these color preprints, our job is to give them what they want. And we at the *Tribune* feel strongly that these preprints contribute more excitement for our readers and a more versatile medium for the advertiser."

Mechanical and price details of preprints were explained by Warren Bahr, Young & Rubicam.

Mr. Bahr said that while the cost of preprinted inserts is high, the impact of color and the concentration of newspaper readership makes it worth while to the advertiser.

He said that print spectaculars in magazines are sometimes not only expensive, but wasteful, because of national circulation. Newspaper preprints, he said, give an advertiser a concentrated circulation and area to exploit. #

WGN-TV originates more live local television programming than all other Chicago stations combined! Live programs are audience-building programs. They interest more viewers, cement viewer loyalty, and create the quality audiences that pay off at the cash register for you as a WGN-TV advertiser.

Live programming is just one of the many reasons why our "Serving all Chicagoland" programs bring the best in TV to Chicago audiences.

Typical live telecasts on WGN-TV include:

Midnight Ticker—comparable to any network variety show. Fridays—11:45 P.M. to 1:15 A.M.

Paul Fogarty—Chicago's *only* exercise program. Daily—8:30 to 9:00 A.M.

Garfield Goose—Chicago's favorite puppet show. Daily—5:00 to 5:45 P.M.

Polka Party—Orchestra, dancing, studio audience. Saturdays—7:00 to 7:30 P.M.

plus many special telecasts, newscasts and on-the-spot events.

WGN-TV CHANNEL 9
441 North Michigan Avenue • Chicago 11, Illinois

The most powerful lawnmowers

are those owned by the 400,000 suburban and small town families who read Flower Grower, The Home Garden Magazine. For these lawnmowers' owners help sell other lawnmowers. The following brands of lawnmowers are advertised at the center of the home garden market:
Ariens, Bantam, Cooper, Moto-Mower, Goodall, Bolens, Jacobsen, Jari, "Snappin" Turtle, Ride-a-Mower, Lawn-Boy, Porter-Cable, Springfield, Sensation, Dixie, Sunbeam.
If you would like a copy of a new survey report on lawns and homeowners, write:

Flower Grower,
The Home Garden Magazine

2049-L Grand Central Terminal
New York 17, New York

John R. Whiting, *Publisher*
Robert G. Miner, *Advertising Director*

TUCSON

Greater Tucson
POPULATION UP, UP, UP!
NOW 234,619
Up 16,047 over April 30, 1958

The Arizona Daily Star Tucson Daily Citizen
MORNING & SUNDAY EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

IF YOU WANT TO COVER ARIZONA THE TUCSON STAR & CITIZEN ARE A MUST!

Hardy Paquette LeBlanc Harrington

NEW OFFICERS—*Lee LeBlanc, Arnold Advertising, has been elected president of the Art Directors Club of Boston. Other officers elected are Andre Paquette, Silton Bros., Callaway, vp; Leo Harrington, Hoag & Provandie, secretary, and Paul Hardy, Berkely Press, treasurer.*

Mutual to Hoag & Provandie

Mutual Fire Insurance Assn. of New England, Boston, has appointed Hoag & Provandie, Boston, as its agency.

this is the Piedmont Industrial Crescent

The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

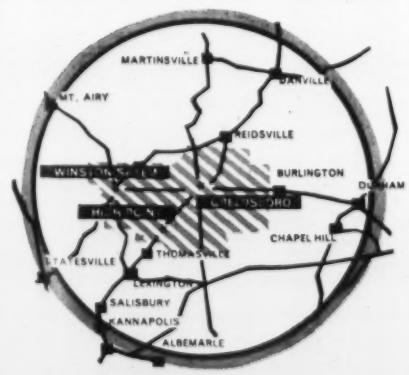
Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.

and it's dominated by
wfmy-tv

this is North Carolina's Interurbia

GREENSBORO-HIGH POINT-WINSTON-SALEM
(12 Stations)
Greensboro-High Point—Guilford County—Map Location 1, 2, 3
Winston-Salem—Forsyth County—Map Location 4
See SRDS consumer market data ... ning of the Metr... Area

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.



CBS

wfmy-tv
GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit

Brown-Forman '58 Net Climbed More Than $1,000,000

LOUISVILLE, June 23—Brown-Forman Distillers Corp. lists its advertising agencies in its annual report, out today.

The report is a glowing one, showing net income in the fiscal year ended April 30 up from $2,423,299 to $3,567,472. Sales advanced from $91,476,223 to $92,445,460.

In a breakdown of the sales dollar, the report shows that advertising and selling expenses took 14.2%. Federal excise taxes accounted for 53.1%.

A separate page devoted to marketing and advertising cites the company's three agencies: Erwin Wasey, Ruthrauff & Ryan (Old Forester, Early Times and King blended whisky); Albert Woodley Co. (Jos. Garneau Co. products and the Bols line); and Gardner Advertising Co. (Jack Daniel's).

The report notes that ad campaigns require "a sizable investment each year, but are vital factors in insuring the national distribution and consumer acceptance of our quality products."

■ Discussing marketing trends, the report notes the continued gains of straight whiskies at the expense of blends, a decline in consumer preference for bonded whiskies and a growing popularity of whiskies in the lower-proof ranges.

The report said that for the first time since its acquisition in 1956 the Jack Daniel Distillery contributed "a substantial profit to the company." #

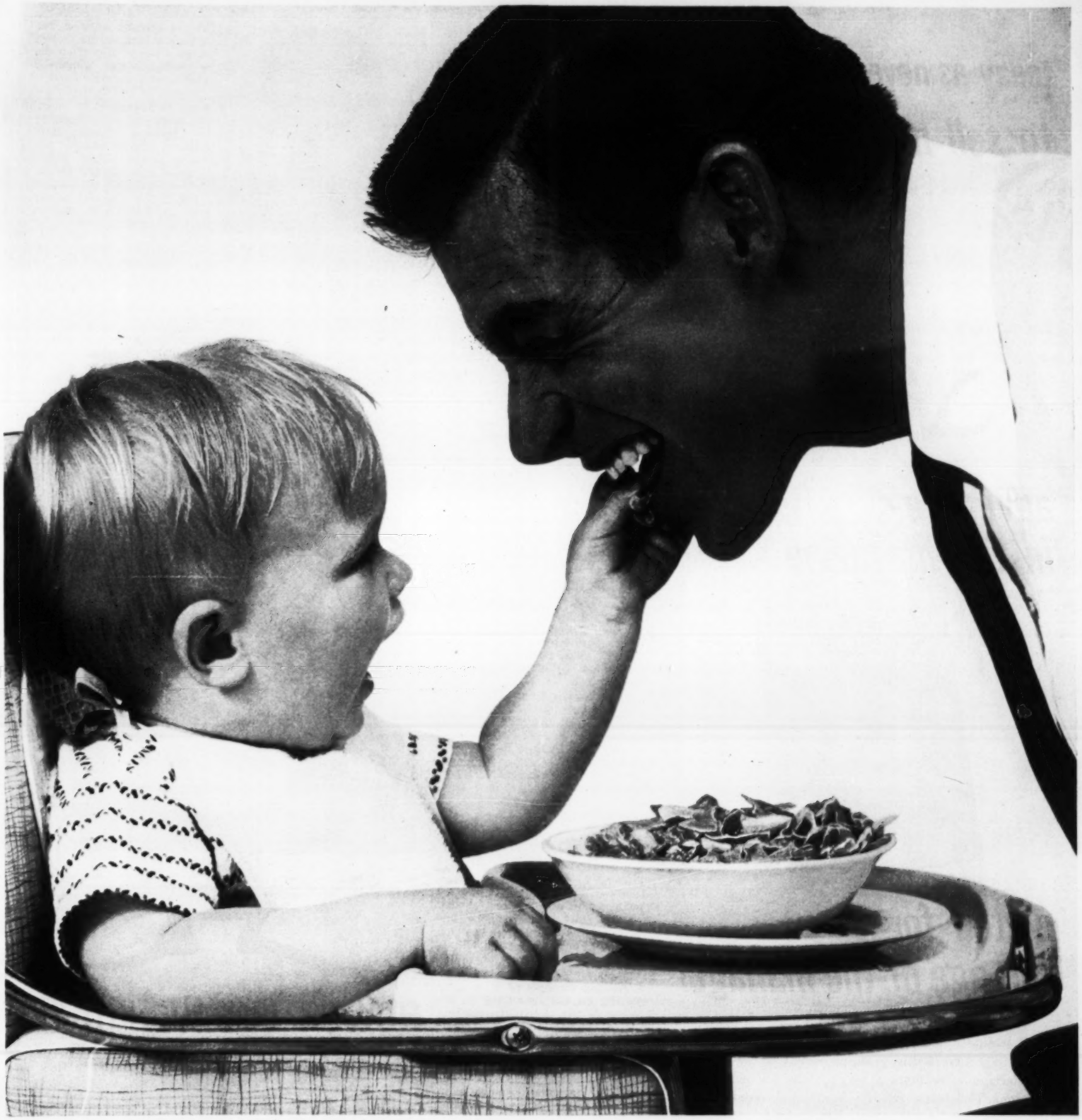
Ostermoor Names Metcalf; Launches Consumer Campaign

Ostermoor & Co., Bridgeport, Conn., mattress manufacturer, has named George T. Metcalf Co., Providence, R. I., to handle consumer and trade advertising of Ostermoor mattresses on both national and local levels. A new consumer campaign is being launched in June, with color ads in leading consumer magazines aimed at the home furnishings and bridal markets. A series of single page, full-color ads will follow.

A trade campaign will be aimed at recruiting new Ostermoor outlets and sparking all-out merchandising efforts by present Ostermoor dealers. Dealers will be provided with selling kits which will include tie-in advertising mats, four-color blow-ups, wall displays, counter cards, consumer brochures and mailers and radio-tv copy. The company previously placed advertising direct.

Acklin Moves to IPS

Don R. Acklin has joined IPS Advertising Agency, Dallas, as an account executive. He formerly was a vp at Eversole Associates, Toledo.



Kellogg, through Leo Burnett, is buying
APPETITE raised to the 19,312,000th* power in

THE American Weekly

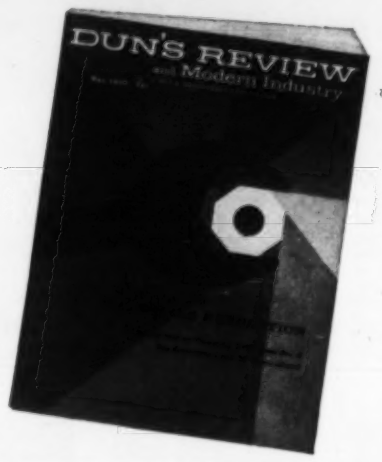
second only to Church . . . on Sunday

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1958 Consumer Magazine Report

today as never before...

to sell management



advertise
in the magazine

edited for
the age of the manager

Alert business advertisers recognize that dominant, continuous advertising to management is the effective . . . selective . . . economical way to influence business decisions. This is the reason—month after month—they place more advertising pages in DUN'S REVIEW and Modern Industry. They know the readers of this business management magazine have authority to buy and to influence buying in leading concerns throughout the country.

When you advertise to business your advertising belongs in . . .

DUN'S
REVIEW
and Modern Industry

The magazine of Presidents
...and men who are going to be!

ABC

Food Ads Are Dull, Tasteless, Says Chef Worth

(*Continued from Page* 2)

AGE today.

"All this emphasis on 'fast, easy' makes cooking seem like a chore, rather than something exciting and creative and fun," she said.

■ Speaking as one who has prepared food for both the advertising and editorial pages of newspapers and magazines, Mrs. Worth believes that the editorial pages are doing a better food selling job than the ads.

"The best salesman is the educator," she is convinced. "The ads that introduced frozen foods are an example. One in particular, a General Foods ad entitled 'We Hate Sand,' presented spinach from soil to table, and gave the readers valid explanations of the advantages of frozen foods."

Educational how-to photographs have great appeal, Mrs. Worth also believes. Recipe advertisements are read avidly, she finds, and how-to photographs make them even more helpful. And this brings up another Worth admonition: "Give the recipe."

"The ad that shows an intriguing dish but doesn't give the recipe, is only frustrating the customer, not winning her." Mrs. Worth also finds that women are especially interested in the garnishes pictured in food photos, but the ads, alas, rarely tell how to make them.

■ In her own food photography she eschews the various photographic tricks which make a perfect picture, but which also result in food that looks "too perfect" and is impossible to emulate in the home kitchen. "Again, all this does is frustrate the homemaker. As my favorite photographer says, 'let it look human'."

Mrs. Worth also laments the "misleading" food advertising which "plays on the ignorance of the reader." An example: A current ad for canned fruits, which pictures a gooey fruit meringue pie as a "low calorie idea."

"The fruit itself may be low calorie, but certainly not the rich pie crust, nor the custard filling, nor the meringue," she protested.

■ Another example of advertising playing on the ignorance of the reader is the nutritious-sounding slogan, "made from the whole egg," used by a mayonnaise manufacturer. "Actually, mayonnaise made with the whole egg is less nutritious—and doesn't taste as good as mayonnaise made with the yolk alone, because it contains more oil," she explained.

As another misleading ad, Mrs. Worth cited a recent ad for cream of potato soup which read: "Cream of potato soup or vichyssoise, its elegant chilled variation." Vichyssoise and cream of potato soup are made from quite different recipes, she pointed out, and the copy deceives the reader by making such a comparison.

■ "Perhaps such misleading advertising is actually just a case of ignorance on the part of the copywriter," Mrs. Worth suggested. "Often it's obvious that ads have been prepared by people who have little knowledge of correct cooking techniques."

One flagrant example of such culinary incognizance are the many ads showing meat speared by a big cooking fork, thus allowing the meat juices to escape. A knowledgeable cook handles meat with tongs rather than puncturing it with a fork, she said.

Mrs. Worth frequently uses ad photos to illustrate various points in her cooking classes, "but it's always a long search to find one in good taste." Too often the food is "tortured" and "glopped up"—such as over-decorated cakes.

■ As an example of "simplicity and elegance," Mrs. Worth praised the Holland Cheese Exporters Assn. ad with its photo of an edam cheese and a cheese knife. Another ad praiseworthy for its good taste (although it isn't a food ad) is the Hathaway shirt ad showing a loaf of bread, a jug of wine and Baron Wrangell.

Another type of ad that Mrs. Worth favors is the tie-in promotion sponsored by the various products used in a particular recipe. One such is the current fried chicken ad, uniting Pet Milk, Kellogg's Corn Flake Crumbs, Reynolds Wrap and the National Broiler Council. "And why not tie in with the department of agriculture 'plentifuls'?" she asked. "And what about tie-ins with dress manufacturers, table ware and equipment people?" #

EDWARD J. DeGRAY, *formerly vp in charge of ABC Radio, New York, has been named president of the network. This title has been vacant since Robert E. Eastman left the company in March, 1958, to return to the representative business.*

anyone for statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

In the morning, WBT's audience lead over its nearest competitor is 92%.*

In the afternoon, WBT's audience lead over its nearest competitor is 69%.*

At night, WBT's audience lead over its nearest competitor is 123%.*

Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.

*Pulse 25 county area March 1959

WBT CHARLOTTE

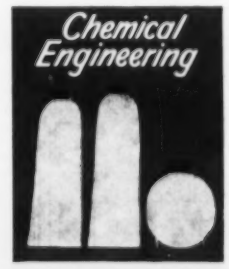
REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

The Chemical Engineer snaps 5,000,000 pictures every day

Photographic film, development fluids, light fast dyes, high-purity chemicals, printing paper . . . a few more contributions to enjoyable living by the Chemical Engineer and his technology.

Wherever you find chemical processes in use in industry—and the range is immense, from photographic film to rocket fuels—the chemical engineer is always the common buying-specifying focus. He is responsible for profitable application of the technology that ties this industrial complex into one huge marketplace for equipment, raw materials and services. Sell him first, and you've sold the CPI. And-make sure you keep him sold.

The one sure way of getting your message to this man is through CHEMICAL ENGINEERING—preferred by a 3 to 1 margin among chemical engineers in all functions, in all industries. They get it every other Monday, read from cover to cover. 1958 Starch "Noted" scores were up 11.3%, "Read Most" score jumped 28.7%, inquiries were 15.5% above 1957's monthly issues. CHEMICAL ENGINEERING, McGraw-Hill Building, New York 36, N. Y.



Published every other monday for Chemical Engineers in all functions

everybody's talking

Your car makes your New York City area a MAGIC CIRCLE

Your car is the best investment in fun you ever made. It's the free-wheeling, scenic way to swing up the Hudson River Valley or out to the sand of Long Island's south shore.

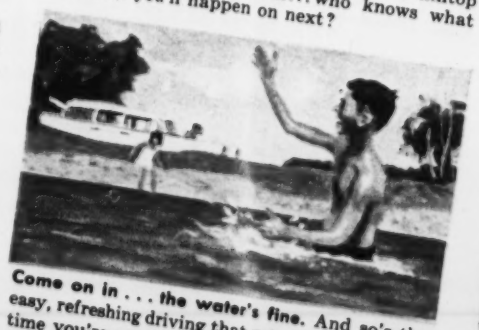
It makes your New York City area a circle of fascinating things to see and do. It opens up a Magic Circle wherever your fancy takes you. Just get in your car and drive.

This series of advertisements is published by Ethyl Corporation, New York 17, N. Y., to help you get more enjoyment out of your car. Ethyl Corporation manufactures antiknock compounds used by oil companies everywhere to improve their gasolines and your driving pleasure.

What's your pleasure? Enjoy discovering and rediscovering fun like this by car.

Explore the back roads. Take in the moving picture the scenery makes. Try New Jersey 202 into the Ramapo hills, for instance. A hilltop view, a tumbling stream... who knows what treasure you'll happen on next?

It's picnic time. Your car gives you a happy choice. Map a route to one of the many fine nearby New York State Parks. (Today's roads make them so easy to reach.) Or just set out and let some roadside spot entice you.



Come on in . . . the water's fine. And so's the easy, refreshing driving that gets you there. Next time you're wondering what to do, load up the car and head for the fun at Jones Beach, or swing north for the upstate lake areas.

Study history the fun way. You're just a scenic hop up the Hudson to West Point, and you can divide your time between there and the Stony Point Battlefield

about flexibility!

CAN ANY ADVERTISER, AGENCY OR MAGAZINE MATCH THIS?

On June 7th, the Ethyl Corporation through its agency, Young & Rubicam, ran this color page in SUNDAY.

The four-color illustrations and layout remained the same in all 27 cities but the black plate containing *the city name, map, and places to go was changed in each city.* New Yorkers were urged to discover the Ramapos, West Point, or the sands of Long Island's south shore. Chicagoans were told about the scenic swing along the Lake Michigan shoreline from Wisconsin to Indiana. Detroiters were given many happy choices in the MAGIC CIRCLE surrounding their city.

Just imagine how much more exciting the Ethyl story was when it hit home this way — city after city, coast to coast.

Is this not MATCHLESS MARKETING FLEXIBILITY?

Sunday

over 17,000,000 ABC circulation

the newspaper's own magazine

Sales Offices: 260 Madison Avenue, New York 16, N. Y. MUrray Hill 9-8200

CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

HM Unsubsidized and undominated, we are a corporation consisting only of those actively engaged in the achievement of elegance in photoengraved reproduction. Hutchings & Melville, Inc. Custom Photoengravers, 4043 No. Ravenswood, Chicago 13, Ill. Specializing in modern pre-correction correlative to powderless etching of copper originals.

Brownberry Bread Sells 'Homemade Smell' but Sales Have Outgrown Homemade Status

CHICAGO, June 23—How Brownberry Ovens grew from a bakery with one employe and an output of 72 loaves of bread a day in 1946 to a baking company with 175 employes and a daily output of 60,000 units today was outlined by Mrs. Catherine Clark, Brownberry president, to the Women's Advertising Club of Chicago last week.

The first Brownberry product to appear on the market from the Oconomowoc, Wis., ovens was a dark wheat loaf. Today, 14 bread products are marketed under the Brownberry and Heritage labels.

During the early years advertising, "what there was of it," was of a "do-it-yourself" type, Mrs. Clark said. Most of the early radio commercials were written by Mrs. Clark and her husband, Russell, vp and trust officer of the Marine National Exchange Bank, Milwaukee. She and her husband also starred in the commercials as performers.

Today, the company's ad budget, which is planned to be flexible to allow for new products and plants, is more than $200,000 annually.

■ In the company's early days, Mr. and Mrs. Clark contacted Milwaukee and nearby grocers and sold grocers farther away on a mail order basis. Some accounts came in by themselves.

Mrs. Clark told about the day a buyer from the Milwaukee A&P office called on her in Oconomowoc. He said, "Mr. Adams, our divisional manager, says he eats Brownberry bread at his house and thinks Milwaukee customers would like to buy it at the A&P."

Mrs. Clark told him, "I don't know, I'm afraid our independent grocers might not like it. I'll have to take it up with the board of directors."

She did, and of course, Brownberry bread went in the A&P stores in Milwaukee.

In 1953 the company began to grow "more professional," Mrs. Clark said, when her older brother, Merrill E. Taft, joined the baking concern as sales manager. Brownberry began to concentrate on the Chicago market and named its first agency, Rutledge & Lilienfeld (now Lilienfeld & Co.).

■ Early this year, Mrs. Clark "went shopping" in California and bought a bakery 15 miles south of San Francisco. Three weeks ago the new Brownberry plant began marketing bread and rolls in the San Francisco area. Brownberry also has three franchised plants—in Costa Mesa, Cal., Davenport and Cleveland.

Primary market area is Chicago and northern Illinois, Wisconsin, northern Indiana, eastern Minnesota and the San Francisco Bay area.

Brownberry moved its advertising account in January of this year to Clinton E. Frank Inc., which several weeks ago was named to handle the San Francisco promotion in addition.

■ The company uses regular newspaper and outdoor advertising in its market area. Current campaign theme is "Brownberry even smells homemade." For special campaigns to introduce new products, Brownberry also uses radio and in-store demonstrations and sampling.

The products' package also is utilized for a "dear customer" type of message started early in the business and credited by Mrs. Clark with establishing a personality image for her in minds of customers. New products are promoted on the labels with a handwritten-style message, urging customers to try the new product.

A campaign in the Bay area is being planned to begin in the next few weeks to tell about the introduction of Brownberry products on the West Coast. #

Fielding Joins Premium

Norman H. Fielding has joined Premium Associates, Newark, operator of the Red Scissors coupon plan, as advertising manager. Mr. Fielding was formerly an account executive with E. Taylor Wertheim Advertising, New York. Premium has also appointed Gray & Rogers, Philadelphia, to handle its advertising. Nelson-Baker, San Francisco, will continue to handle advertising for the West Coast operation.

Publicists Name Kansas

J. Kenneth Kansas, Esso Research Center, has been elected president of the Publicity Club of New York.

"Our new media man is really walloping 'em since J. B. suggested he say slowly on his backswing, 'Solid Cincinnati reads the Cincinnati Enquirer.'"

JUST ONE THING A SPACE BUYER need think about when he steps up to Greater Cincinnati on the media schedule. Very simple. Very basic. "Solid Cincinnati reads the Cincinnati Enquirer." It's the newspaper that reaches the *market-that-matters* in this great metropolitan area. Result: *you're* in solid when you're in the Cincinnati Enquirer. Ask The Enquirer's Research Department for a look at the Top Ten Brands Survey, recently completed.

Represented by Moloney, Regan & Schmitt, Inc.

MEMBERS OF ABC

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Markets are expanding all over America—but the Metropolitan Oakland Area is breaking through its space barrier. That is why ordinary criteria of market measurement fall short when applied to burgeoning Alameda County. Intimate knowledge of the explosive growth of Metropolitan Oakland, Northern California's leading population and retail trading center, is essential to every media and marketing planner. To us it is especially significant, not only because of the sales potential this area offers to our clients, but because of our agency's continuing expansion on the West Coast.

ARTHUR C. FATT, President
GREY ADVERTISING AGENCY, INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

NOW! DAYTON, OHIO

3rd Largest Metropolitan Market in Ohio

30th Largest Metropolitan Market in the Nation

The Census Bureau has now officially recognized Dayton's steady and solid growth, making the area one of the nation's foremost markets. Currently—1959—superior buying power in Dayton is shown by the highest average wages per employee of all Ohio markets.

The Dayton Daily News • Journal Herald

Represented nationally by SAWYER • FERGUSON • WALKER Company

C. Robinson Launches Dapple Juice Campaign

C. Robinson & Co., Tenbury Wells, England, cider manufacturer, has launched a campaign to promote its new concentrated apple juice product, Dapple. Large-space insertions have been booked in local papers in the Midlands, to be followed up by 30- and 20-second tv commercials. Forerunners of the advertising campaign included point of sale material, bottle crowners and wire counter dispensers. Dolan, Ducker, Whitcombe & Stewart, London, is handling the promotion.

Chicago Show Names Ferrill

Harve Ferrill has been named director of a new permanent display department which will handle design and production of the displays at Chicago Show Printing Co. He formerly was general sales manager of Carl T. Mason Co., Addison, Ill., and before that operated his own display company in Chicago.

HERMAN DAVIS, *formerly vp and creative director of Dowd, Redfield & Johnstone (which is scheduled to merge with Cohen & Aleshire July 1), has joined Doherty, Clifford, Steers & Shenfield, New York, as vp in charge of art.*

'58 Was Low-Profit Year for Appliance Sellers, Says NARDA

CHICAGO, June 23—Net operating profit for appliance dealers last year hit the lowest point ever recorded in the 13 years the survey has been made by the National Appliance & Radio-TV Dealers Assn.

The profit ratio in 1958 was 1.1% on net sales, according to the NARDA survey. The previous low was 1.2% in 1956.

Other highlights of the 1958 cost-of-doing-business survey made by the association:

- Operating costs were 34.4% on net sales, a new high.
- Total gross margin (including service) was 35.5% on net sales.
- Sales by NARDA dealers participating in the survey declined 2.7% from 1957, compared to a drop of 7.4% for all appliance and radio-tv dealers in the U.S.
- Pricing problems (discounting, excessive trade-in allowances) led the list of dealers' complaints about what hurt business last year. Other factors mentioned often were the recession and lack of sales training and supervision.

Among dealers who commented on 1959 expectations, 81% said they expected sales to increase (by an average of 16%), 6% predicted a decline, and 13% looked for sales to remain about even with those of last year. #

Keystone Opens Detroit Office; Peterson Named Manager

Edwin R. Peterson Jr. has been named general manager of the Detroit office of Keystone Broadcasting System. The new office, to be opened July 15, will be located in the Penobscot Bldg. Mr. Peterson was formerly an account executive with Keystone in the Chicago office.

E. R. Peterson Jr.

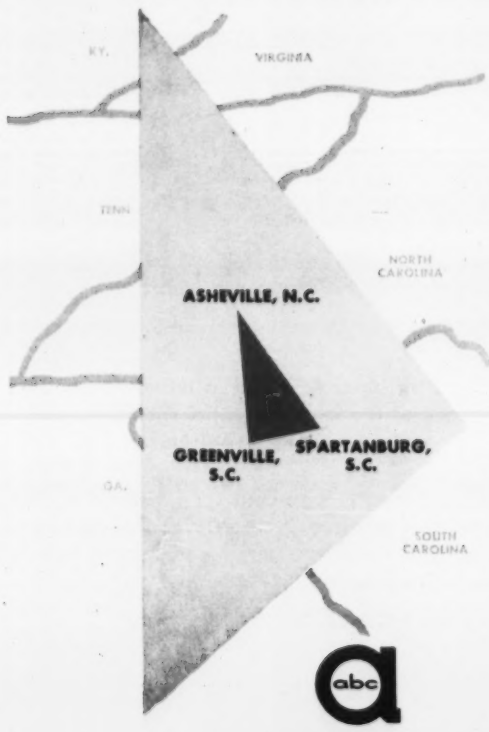
John T. Hartigan has been named an account executive in the Chicago office of Keystone. Mr. Hartigan was formerly with Forjoe & Co., Chicago, and MacManus, John & Adams, Detroit.

N. Y. SPEA Elects Harnett

The Sales Promotion Executives Assn. has elected Joel Harnett, assistant to the publisher and director of promotion of *Look*, president of the New York chapter. Other officers are Stanley Goodman, Grayson-Robinson Stores, 1st vp; William H. Green, Kenyon & Eckhardt, 2nd vp; Stella Lester, Grey Advertising Agency, secretary, and Robert A. Paulsen, E. I. du Pont de Nemours, treasurer.

WLOS-TV – FIRST in the Carolina Triad!

All measurement surveys show that WLOS-TV is FIRST in the Carolina Triad in delivering the audience for your product or service at a low, low CPM. Get all the facts from your PGW Colonel.



abc

WLOS-TV

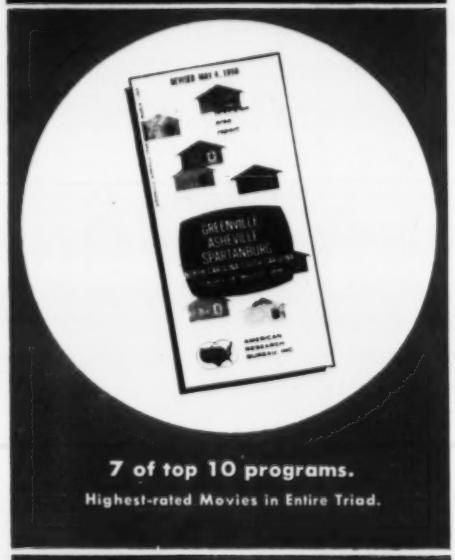
towering new force in Southeastern TV

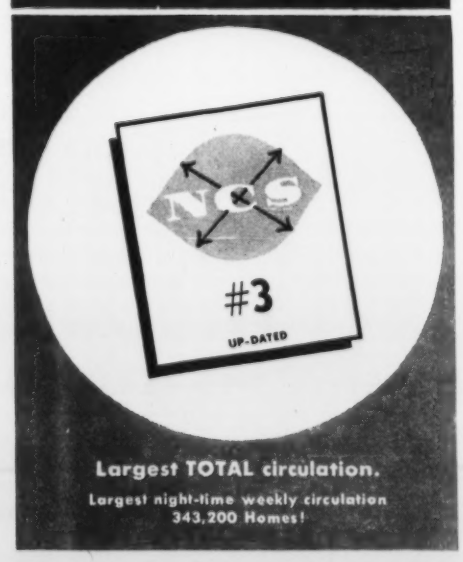
Unduplicated ABC in
Greenville • Asheville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers, Co.

Nielsen Television Audiences
Greenville-Spartanburg-Asheville Area
Nielsen Station Index
In 1st Place 3 - 6 p.m. Every Day
Tied for 1st Place 6 - 9 p.m. Every Day





THE GIRL YOU LOVE IS 70.2% WATER!

She had one of the finest digestive systems in town. Her lungs were tops in the field, and when you examined her teeth you knew that she was the one and only.

And so, you married her.

That's nonsense, of course.

You married her because you lit up like a sunburst every time you saw her . . . because there's more to life than just cold logic, and thank God for it.

The flame that warms the heart is every bit as real as the things you see and touch.

A new dress, for example, is fabric, thread and buttons . . . but it is also an extension of a lady's personality . . . a symbol that says, "Look at me. I'm smart. I'm glamorous." Because she feels like a beauty, perhaps she is.

The point is . . . in advertising as in human relations, you succeed best when you appeal to the whole person —to his knowledge, reason, fancies, and emotions.

At McCann-Erickson we call this *The Personal Approach*. These are three simple words, but they describe a very intricate process.

It calls for more intimate knowledge of the consumer than ever before . . . for more human research. And it calls for words and pictures that are as warm and persuasive and real as life itself . . . with the wonderful creative spark that triggers sales.

The girl you love may be 70.2% water, 25% oxygen, carbon, hydrogen and nitrogen, and 4.8% mineral, but it makes a lousy love song.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

Dunne Joins Central Scientific

Philip R. Dunne has joined Central Scientific Co., Chicago, as assistant advertising manager. Mr. Dunne was formerly director of publications of the American Newspaper Publishers Assn. in Chicago.

Fischer Joins WCKT-TV

Donald F. Fischer has joined WCKT-TV, Miami, as director of audience promotion. Mr. Fischer was formerly a program manager of WGBS, Storer Broadcasting Co. station, and headed his own Miami public relations company.

The CHARLESTON Market Is West Virginia's No. 1 Market

PROGRESS IN CHARLESTON. Here's the new $2.5 million Civic Center with a main exhibition room of 36,000 sq. ft. Big enough for Ringling Bros., an Ice Show, a basketball game seating 6,400 or the exhibits of a large convention. It will house heavy equipment and Auto Shows.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC

Industry's No. 1 Marketplace

where 12,252 Advertisers now have their products 'Registered' for continuous selection by American Industry

● Industry's No. 1 Marketplace offers you a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries . . . booming in direct buying action.

The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.

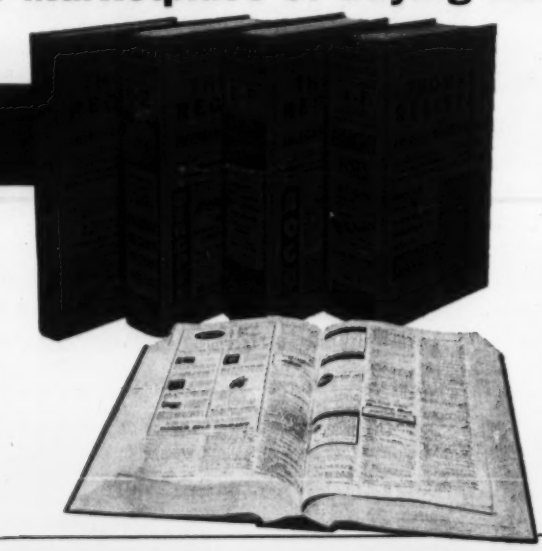
This edition will constitute the most complete and detailed summary of U. S. industry ever published . . . over 100,000 manufacturers listed within the 10,000 pages of Buying Information.

Here users will find it easier than ever before to decide which products to buy . . . which sources to contact.

Make sure that YOUR products will have front line attention in

Industry's No. 1 Marketplace of Buying Action!

Thomas Publishing Co.
461 Eighth Avenue • New York 1
Telephone: OXford 5-0500



AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

THOMAS REGISTER

50th ANNUAL EDITION

Guild, Bascom Decentralizes Media Buying

(Continued from Page 3)

co. Media buying for accounts serviced by the New York office, previously handled here, will henceforth be centered in New York.

Frank Gianatassio, former media buyer at Ogilvy, Benson & Mather, has moved over to GB&B and will become the agency's new media director in New York.

■ Media work on accounts serviced by the Seattle office—essentially the Carling and Heidelberg beer accounts—previously was handled here and now will be centered in the Seattle office where Colleen Mattice will continue as media director.

Creative work on all GB&B accounts will continue to be handled in the San Francisco headquarters under direction of David Bascom, chairman of the agency's board of directors. William B. (Ben) Franklin, former coordinating account executive on the Ralston-Purina account, will become creative administrator. Working with Mr. Bascom, he will be responsible for administration and coordination of all creative activities, including copy, television and art.

Replacing Mr. Franklin as coordinating account executive for Ralston will be Richard Tyler, who previously was administrative head of the media department.

■ New assignments have also been made in GB&B's Hollywood office where George Allen will now coordinate all activities of the branch and serve as office manager.

Karl Gruener will be in charge of all tv show procurement and will be agency producer on "The High Road—with John Gunther," a new tv show recently purchased by GB&B for the Ralston account.

Dave Fulmer, who has been in the agency's Hollywood office for some time, will supervise all tv commercial production.

Walter Guild, GB&B president, intimated that similar staff realignments and possible expansion of GB&B's Chicago office may be forthcoming later. #

Missourians Buy Adman's Admonition to Challenge Russ

(Continued from Page 3)

ies will seek to demonstrate the comparative superiority of the two systems, with a neutral commission selected to evaluate results on a mutually agreeable basis. The comparison is to be a total comparison, person for person covering every aspect of the individual's life—economic, social, political, religious."

■ A local business man, Tony B. Lumpkin, in introducing Mr. Zweig, said, "This is a true advertising man; he believes in selling everything and anything he touches. The proposition he is going to present is greater than any man or any small group."

In his prepared talk Mr. Zweig said that "the leaders of the international communist movement aim at a slave world, with the Kremlin as master.

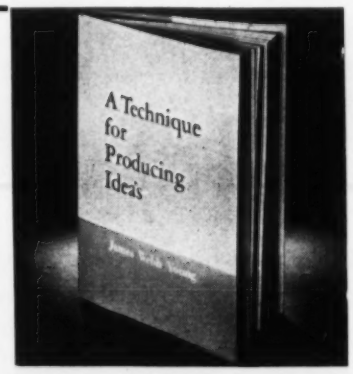
"An aroused and angry spirit of defiance should be used to answer totalitarian rulers. It should be the spirit of the early Americans—the spirit of Patrick Henry, of John Paul Jones. It should be the spirit of the yellow flag with the rattlesnake device and the motto, 'Don't tread on me.'

■ "I do not propose that you engage in this activity as a spectacular stunt," he said. "I propose you take this seriously and assume the responsibility of being the voice speaking from the heart of our nation and expressing a righteous, angry spirit. The world is watching America." #

Schick Names Three

Schick Inc., Lancaster, Pa., has named Paul O'Connell merchandise manager for department and jewelry stores and George H. Hargrave drug merchandising manager, a new post. Mr. O'Connell formerly was with Swank Inc.; Mr. Hargrave previously was with Warner-Lambert Pharmaceutical Co. C. Howard Pease, formerly assistant to the chairman of the board of Avco Mfg. Co., has rejoined Schick as vp and general manager of Schick Service Inc. Mr. Pease was sales and general manager of Schick Service when he left the company in 1954 to join Bulova Watch Co.

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."

another great first from WRCA-TV—a local program Audience Characteristic Profile that tells you who's watching and what they buy!

Now WRCA-TV cracks the big research barrier and brings New York advertisers the first qualitative measure of audiences of local TV programs like "Hi Mom" and "Dr. Joyce Brothers." Based on vital new research by Pulse, Inc., the AUDIENCE CHARACTERISTIC PROFILE takes audiences apart, shows who they are, what they buy, and how much. Examples: Both "Hi Mom" and "Dr. Joyce Brothers" reach a higher proportion of housewives in the high-purchase 18-34 age group than does the average daytime TV show. Both shows reach more homes spending over $30 a week for groceries. Both reach a higher proportion of homes where the family auto is used 6 to 7 days a week.

WRCA-TV, the leadership station in New York television, offers this information to advertisers, free, to aid them in making the most efficient investment of their TV dollars in the nation's first market. Get the full details now.

WRCA-TV•4

NBC IN NEW YORK • SOLD BY NBC SPOT SALES

PHOTOGRAPHIC REVIEW

Harvey Harrison Horton Roman

NEW OFFICERS—*John A. Horton, Church & Goff, Providence, has been elected president of the National Federation of Advertising Agencies; Lester Harrison, Lester Harrison Inc., New York, has been elected 1st vp; Perce Harvey Jr., Harvey Advertising Agency, Topeka, 2nd vp, and Melvin F. Roman, Roman Advertising Co., St. Louis, has been named secretary-treasurer.*

TOPS AT CANNES—*A dialogless two-minute color commercial for the 1959 Chevrolet station wagon captured the Grand Prix du Cinema at the International Advertising Film Festival at Cannes, June 9-13. Brief synopsis: Husband and wife ponder visit to Chevrolet showroom . . . They go and the entire family goes ga-ga over the station wagon . . . The daughter (Kelly Smith) sits mesmerized in the rear.*

TIRED DOG—*Winner of the Grand Prix for Television at the Sixth International Film Festival, Cannes, France, was this one-minute commercial for Calo dog food by Cascade Pictures. As the descriptive sheet for the Cannes judges said, this is the story of "un chien qui a les os fatigues, les cheveux qui tombent et un caractere malheureux." This canine sad sack is introduced to Calo dog food by a small friend. He tries it, thrives on it, and asks, at the end. "How do they get a square meal in a round can."*

Dowd Crowder Spurr Kenney Jenkins McFarland Simmons Hurst McLaughlin Zimmerman Almassy Brown

MARKET MINGLERS—*Everyone seemed to have something to say about "The Marketing Keys to Profits in the 1960s" at the American Marketing Assn. conference in Cleveland (AA, June 22). Talking at head tables in hallways about the glistening forecasts were James Dowd, assistant manager, market development department, Air Reduction Sales Co., New York; Edward T. Crowder, economist, U.S. budget bureau, Washington; John C. Spurr, research director, McGraw-Hill Publishing Co., New York; C. B. Kenney, senior vp, Allstate Insurance Co., Chicago; Harold L. Jenkins, vp and research director, Traders National Bank, Kansas City, Mo.; Mrs. Dorothy McFarland, president, Southeastern Research Associates Inc., Atlanta; Matty Simmons, vp, Diners' Club, New York; D'Orsey Hurst, vp, Market Planning Corp., New York; Robert L. McLaughlin, manager of market research, Scovill Corp., Waterbury, Conn.; Clark E. Zimmerman, research director of Lang, Fisher & Stashower, Cleveland; Lois Almassy, assistant in market research, Kendall Mills, Walpole, Mass., and Charles G. Brown, market research director of Carnation Corp., Los Angeles.*

Israel Schachte Losee Dannenbaum Pearlrot Storfer Memorsky Lieber Hecker Davis

WESTINGHOUSE LAUNCHING—*Among those at the kickoff party for the two new Westinghouse Broadcasting-owned representative companies were Larry H. Israel, Television Advertising Representatives; Henry Schachte, Lever Bros.; William Losee, A.M. Radio sales, and A. W. Dannenbaum, Westinghouse Broadcasting. Music was provided by Madison Ave.'s Many-Splendored Stompers, headed by Hal Davis, vp, Grey Advertising Agency (accordion). Others are Herb Storfer, Corday Perfumes (piano); Gil Pearlrot (trumpet) and Paul Memorsky (trombone), both of Plandome Productions; Les Lieber, This Week Magazine (saxophone); Bill Hecker, National Biscuit Co. (drums).*

Food packager discovers media "ingredient" that

doubles (and redoubles!) recall

of print and TV advertising

THERE'S a certain food processor who knows all about packaged mixes—*and* how to sell them. He can blend media for a campaign "recipe" that's just right. And he's discovered an advertising "ingredient" that makes his media selections even sweeter.

The ingredient: reflectorized highway displays along the roads consumers must travel on their way to buy.

This advertiser proved his point by researching a market before and after signs were used. Here's what he found:

- Awareness of newspaper advertising increased 750%.
- Awareness of TV advertising increased 500%.
- Awareness of magazine advertising increased 460%.
- Awareness of radio advertising increased 180%.

Reflectorized highway displays by National Advertising Company can do as good a job for you. Look at it from every angle—coverage, cost and effectiveness. See why highway signs deserve a spot on your media list.

A NATION ON WHEELS

The highway display delivers your message at a key time —when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of above-average-income suburbia has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized displays and services for advertisers.

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

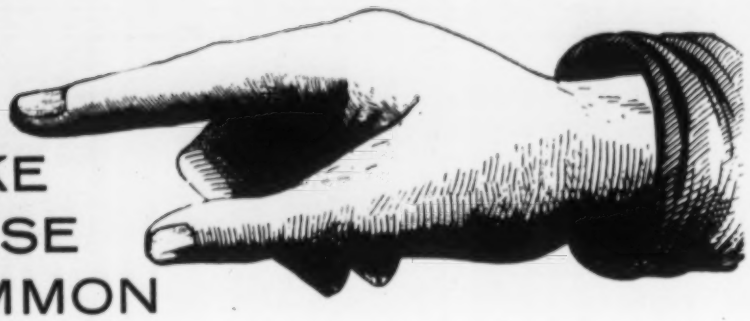
Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

DO YOU MAKE THESE COMMON MISTAKES



in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 53 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 41 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

Treat Creative Folk Gently or Get Someone Else to Do So, FAAG Told

(*Continued from Page* 3)

tor's person. "It is as much a part of him as his heart or his lungs. It is the outpouring of some of his unconscious self, but the umbilical cord between the creator and product is not yet clipped. It is a feeling as strong as the attachment of a bitch to her day-old pups. Any suggested change in the product is interpreted by the creator as an attack upon his own ego."

■ On creative individuals and the "team" concept, Mr. Graves noted: "Preferentially [creative people] are loners. They have fought this world on their own and, if I may be frank, the team concept makes them want to vomit. Nothing nauseates the creator more than exhortations to pull together with or for the team.

"Creativity, by its nature, requires a free floating kind of thinking, which goes on deep inside the mind and requires a lack of attention to it. Creativity can't be turned on in a meeting, and it can't be turned off to attend a meeting," he added.

On the creative person and conformity: "He can and does conform most of the time to most of the everyday requirements of living, because most of the time the issues involved are not, to him, sufficiently important to warrant resistance. It is when the issue is important to his value system that he will non-conform."

■ *Newsweek* publisher Gibson McCabe told of forecasts that by 1969 "you, your clients and their competitors are going to have to increase today's consumption levels sharply. We've got to add on a margin tantamount to our entire national production in 1939."

"I sometimes wonder," Mr. McCabe said, "whether the decline in efficient person-to-person selling hasn't thrust too great a burden today upon advertising.

"Under the conditions of self-service in so many stores, and undynamic clerk-salesmen in others, advertising must do everything it possibly can to take up the slack. In an age when the customers are better educated, this may be a tougher order than is generally appreciated."

Speaking of ethics in advertising, Mr. McCabe noted: "We all share too great a stake to be at the mercy of the irresponsible. Misrepresentation hurts all advertising.

"Where our codes haven't been enforced through self-policing our field, we'd better see that they work. Otherwise, we will deserve close restraint by government."

■ A business attitude is dominating the management of most agencies today, according to Ira Rubel, management consultant.

"Agencies now are businesses, operated more and more by business men, managed more often by entrepreneurs instead of artists and writers."

As a result, he said, there is less personal control and greater transferability of ownership interests, making the question of an agency's value or worth more important.

More important in judging an agency's worth than its capital, according to Mr. Rubel, is its future earning power.

"This future earning power quotient can be determined by two things," he said: "(a) Rate of earnings, which is the ratio of after-tax profits to agency income, and (b) time period, during which future earnings can be attributed to present good will."

■ As a middle-man between client and consumer, the agency must select proper tools or creative approaches to motivate both, according to Irving Gilman, vp of the Institute for Motivational Research.

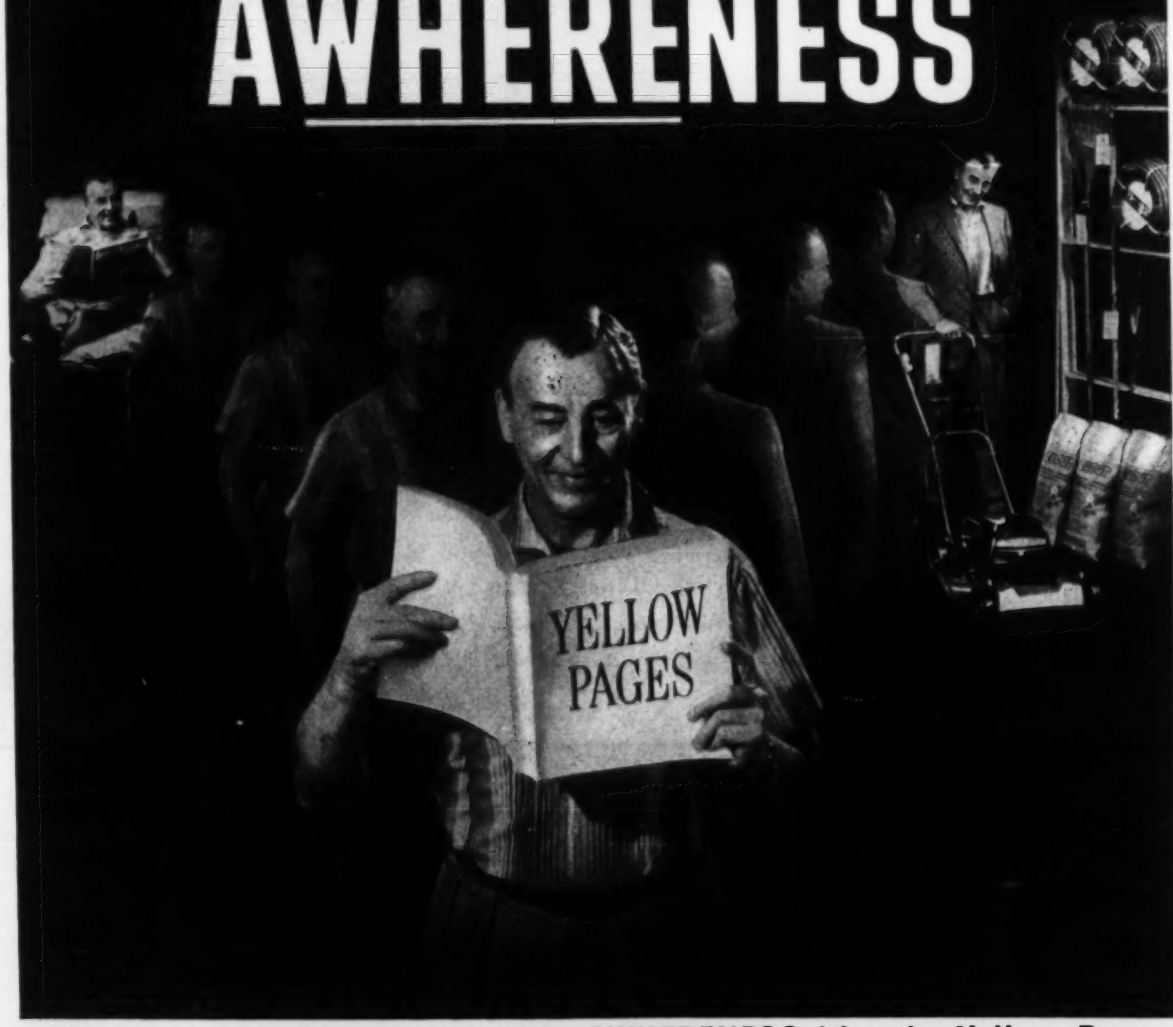
"What too often happens in this squeeze-play," Mr. Gilman said, "is that the psychological certainty so necessary to a correct handling of a situation evaporates, and the advertising man panics."

As a result, he told the FAAG conference, "two major fears ride through the agencies—fear of inadequacy, and fear of being found out.

"The truly creative person is very rarely fully certain of himself," he said. "Deep down he often distrusts his own ingenuity." #

nothing makes sales grow like

AWHERENESS



...and nothing builds AWHERENESS like the Yellow Pages

Whatever the product or service you sell, from Lawn Mowers to Landscaping, nothing cultivates customers like AWHERENESS. And nothing creates AWHERENESS like the Yellow Pages—the buying guide that's in 65,000,000 American homes, telling prospects where to buy what you sell.

If you're a manufacturer of brand-name products, Trade Mark Service in the Yellow Pages makes prospects aware of your local outlets. If you operate a local business, Yellow Pages advertising makes it easy for shoppers to find the products or services you offer.

Discover today how easily you can reap bigger sales by adding AWHERENESS to your selling plan. The Yellow Pages man can help you build a program to fit your needs. Call him at your Bell telephone business office now.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

Latest Flash

ON THE

Retail Grocery Linage Picture

IN

Washington, D.C.

COMPARISON FIRST 4 MONTHS 1959 OVER FIRST 4 MONTHS 1958

The Washington Star

Jumped from 46.0% to 48.1% of field

Post-Times Herald **dropped** from 43.7% to 41.5% of field

The News moved from 10.3% to 10.4% of field

In a 3 newspaper city, the leading chain and independent grocery advertisers placed 48.1% of their total retail grocery linage in The Star during the first 4 months of this year. And these are experienced advertisers, right here on the scene and in the best possible position to know Washington, D. C. and its 3 newspapers. Doesn't it stand to reason that the newspaper that is best for Washington's leading retail grocery advertisers is also the best for *your* grocery products in this rich, important market?

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D. C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago—Detroit—Los Angeles—San Francisco

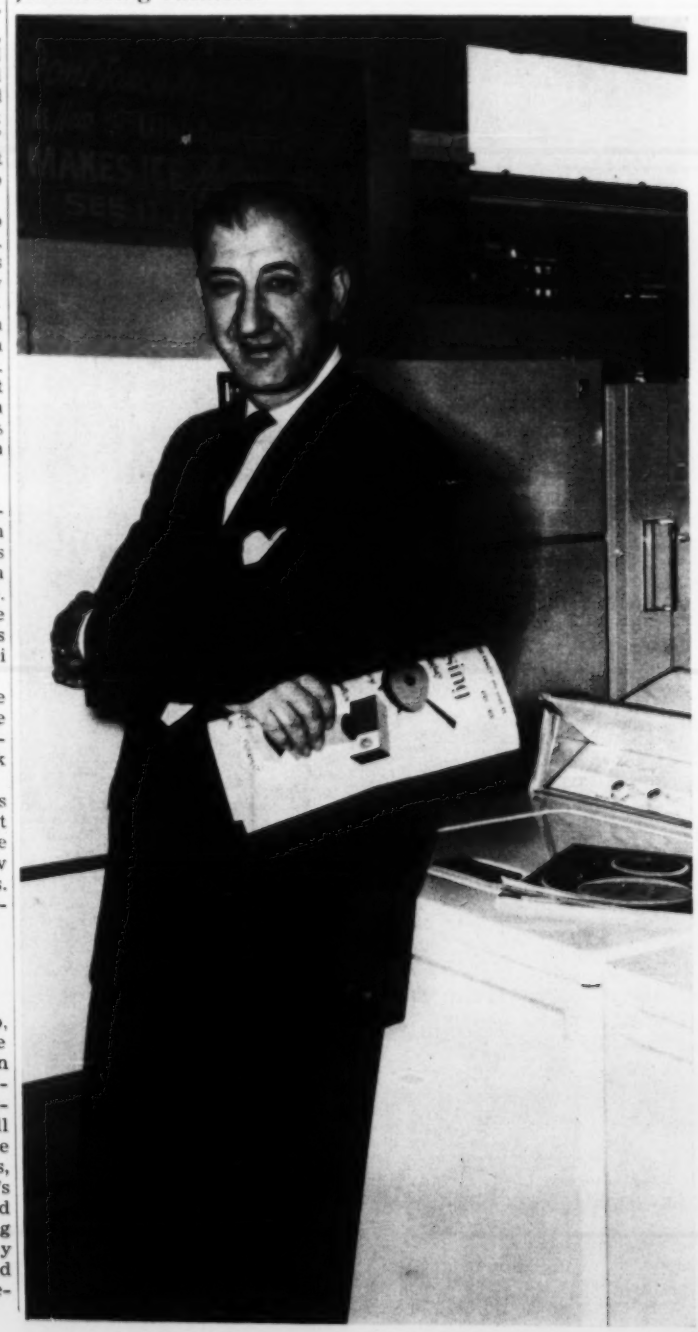
Special Florida representative: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Ave., Miami Beach, Florida.

Whirlpool Chairman Elisha Gray II has been an Electrical Merchandising reader for 20 years

Appliance man Bud Gray and E.M. are old business associates, and have been through all the years of Whirlpool's dynamic growth. Says Mr. Gray: *"Electrical Merchandising is more than a magazine to me — it is a vital part of the fascinating appliance world in which I work."*

Whirlpool Distributor Sol Freeman has been an Electrical Merchandising reader for 38 years

Springfield Distributor Sol Freeman is a widely known, widely respected hand in the Massachusetts appliance-distributing picture. Says Mr. Freeman: *"I read and use every issue of Electrical Merchandising, and encourage my Dealers to do so. E.M. is the top source of ideas in this fast-moving business."*



'8 Great Tomatoes' . . .

Contadina Won Shelf Room with Aired Ads: Morici

Company Now Adds TV Spots to Noted Freberg Commercials on Radio

HOLLYWOOD, June 23—Those who are cynical about advertising would reverse their opinions had they been with Contadina Foods the past five years, Martin L. Morici, vp of sales and advertising, told members of the Hollywood Advertising Club last week.

He said that Contadina has concentrated its advertising monies in broadcast since 1954, and will continue to do so, because it moves goods. In that year the company was fighting for shelf space for its tomato paste against tough competition. The initial venture in radio spots, with a jingle, he said, sold out stocks before the new tomato crop was in.

Mr. Morici said Contadina has the advertising philosophy of emphasizing a selling idea, then wedding it to the Contadina name. As an example, he cited the theme line from commercials made by Stan Freberg: "Who puts eight great tomatoes in that little bitty can?"

■ Contadina, the first advertiser to use Freberg for commercials, believes this line is "so concise and memorable people are compelled to listen. This makes the spot stand out so vividly that people talk about it and write letters about it," he said. "That's important. We not only want to be heard, but we also want to be talked about later."

Contadina puts commercials to work long before they hit the air. They are pressed on 45 rpm discs and mailed to the homes of grocery buyers and merchandising men.

In a campaign, spots are used on an eight-week basis, rather than on a continuing 52-week schedule. During these campaigns, the effort is to dominate with as heavy a schedule as possible. As many as 180 spots a week may be used in one market.

■ "In other words, when we advertise, we attack with saturation impact. As a result radio listeners are 'Contadina conscious' for a relatively short period of time. But during this time we are able to establish lasting buying habits and brand loyalty," Mr. Morici said.

Another reason for buying time on this basis is that it enables the advertiser to qualify for outstanding merchandising plans to back up a schedule, he commented.

In recent months, Contadina has entered television with a spot campaign. The commercials are made by Stan Freberg and follow the pattern of the radio spots.

Cunningham & Walsh, San Francisco, is Contadina's agency. #

Rand McNally Publishes 'Sales Control Atlas of U. S.'

Rand McNally & Co., Chicago, has published a comprehensive office reference atlas which can also be used for planning and recording sales. "Sales Control Atlas of the U. S." includes full page b&w maps which may be marked to show sales territories, distribution outlets, salesmen's routes, major market areas and other sales information. Selling for $2.95 per copy, the book may be obtained at most stationery and book stores or Rand McNally retail stores.

Whirlpool Dealer Joe DiSalvo has been an Electrical Merchandising reader for 23 years

DiSalvo Appliances is one of the first stops with appliance shoppers in San Jose, Calif., for Joe DiSalvo really knows appliance retailing. Says Mr. DiSalvo: *"In this business you stay informed or you stay poor. I find the articles and advertisements in E.M. a mighty valuable anti-poverty insurance policy."*

Esquire's Revenue Hit $18,788,290 in '58, Up $1,158,179

NEW YORK, June 23—Esquire Inc.—which turns out *Esquire*, *Coronet* and *Gentlemen's Quarterly*—had a consolidated net revenue of $18,788,290 for the fiscal year ended last March 31, it was announced last week (AA, June 22). Net income was put at $212,591. Comparable figures for the previous year were $17,630,121 in revenue and $211,148 in income.

Gross ad revenue from *Esquire* amounted to $6,569,102 for the fiscal year, while *Coronet* reported $3,465,501. *Gentlemen's Quarterly*, "practically a new magazine, having been converted from our trade magazine, *Apparel Arts*, in mid-1957," had a gross ad revenue of $403,966.

Esquire, which reported ad revenues of $5,736,878 in 1957 and $4,426,897 in 1953, had 1,023 ad pages last year. In 1957 it ran 948 ad pages; in 1953, 764 ad pages appeared. The company compared 1958 and 1957 performances with that of 1953 in its annual report.

■ *Coronet's* gross ad sales last year were compared with $2,419,952 in 1957 and $1,522,663 in 1953. It ran 507 pages in 1958; 444 in 1957, and 299 in 1953.

Esquire averaged 824,988 copies for calendar 1958 compared with 827,016 for 1957. For the first five months of 1959, an average of 843,000 copies was reached. *Coronet* circulation reached 3,057,601 in 1958 as compared with 2,933,386 in 1957. The first five months of 1959 saw an average of 3,107,000 copies. *Gentlemen's Quarterly* circulation averaged 34,650 between mid-1957 and March 31, 1959.

In its annual report, Esquire Inc. said, "Despite larger revenues, profits have not increased proportionately because of the need for intensive promotion of subscriptions to replace 'soft' newsstand sales, and to expand circulation in preparation for future increased advertising for our publications.

■ "Wages are constantly increasing, postage rates are guaranteed to go up again this year and next, and there are rumors of a paper price increase for the third quarter of 1959. It appears that we must have additional income simply to offset increased costs." #

Puerto Rico Ad Agency Assn. Elects Harwood Hull President

Harwood Hull, exec vp of Publicidad Badillo, San Juan, has been elected president of the Advertising Agency Assn. of Puerto Rico.

Harwood Hull

He succeeds John Zerbe, the association's first president, who recently resigned as manager of the San Juan office of Young & Rubicam.

It in Market Test

It, a multi-use lubricating protective spray product, in an aerosol can, is being placed into test outlets shortly by Garry Laboratories, Buffalo, N.Y. "This is It, the magic mist that does everything" is one of the promotional themes used by the product. Changeable display panels, adaptable to the different types of outlets, accompany the product. J. G. Kelly Co., Buffalo, is the agency.

Stoltz to Scripps-Howard

Robert K. Stoltz, formerly with the *San Francisco News*, has been named by Scripps-Howard Newspapers to head a new Los Angeles sales office.

At every level in every appliance-tv line the real Pros read and use Electrical Merchandising

HERE'S WHY

Electrical Merchandising is the *big* magazine of the *big* appliance-tv-housewares business. It has more *paid* circulation, more paid *dealer* circulation, more *proven* dealer interest than any other publication in this dynamic field. That's why the real Pros of appliance-tv promotion pick Electrical Merchandising – *to be sure!*

Electrical Merchandising

Magazine of the appliance-tv Pros

A McGRAW-HILL PUBLICATION ABC-ABP

Merchandising Ideas

TCF Ltd. Backs Bread Drive

• A two-month search across Canada ended recently when TCF of Canada Ltd. signed up sets of attractive young twins in Toronto, Montreal, Vancouver, Calgary, Edmonton, Winnipeg and other cities to take part in the company's support of the national August is Sandwich Time promotion. For the second successive year, TCF, which makes transparent cellulose film for packaging, plans to give promotional support to the Canadian baking industry's August drive to increase bread consumption. The company also signed Joyce Hahn, star of "TransCanada Hit Parade" tv show, to record "Picnic, Theme from Sandwich Time," novelty song written for the promotion. The Sandwich Time Twins will make personal appearances during August in supermarkets and shopping centers in 14 major cities. Baking companies will be offered the promotional use of a set of Sandwich Time Twins for one weekend during the month. TCF is making quantity offers of the "Picnic" record to bakery companies for promotional use.

TCF suggests that a set of twins could give away copies of the record, courtesy of the bakery company or chain, at the baked goods section of supermarkets. TCF will back the promotion with color ads in *Chatelaine* and *Teen Tempo*, a new *Chatelaine* supplement.

Walter I. Barber Co.
NEW YORK · CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

Mander Svoronos King Svoronos Moonan

SANDWICH TIME TWINS—*Montreal's Sandwich Time Twins, Harlene and Marlene Svoronos, offer sandwiches to TCF of Canada executives to launch the company's support of the August is Sandwich Time promotion. Enjoying the sandwiches are R. E. Mander, TCF sales manager, A. E. King, general manager, and Philip E. Moonan, ad manager.*

Boston Agency Fetes 10th Year

• Instead of holding a customary cocktail party, Parsons, Friedmann & Central, Boston agency, presented hundreds of Celebration Packages to clients, suppliers and friends in the advertising profession to observe its 10th anniversary. Each package contained caviar and crackers, other imported delicacies and an "adman's martini," complete to the traditional olive.

New Standard Service Bows

• Standard Oil Co. (Indiana) this month inaugurated a new national map routing and "As You Travel" information service for motorists. Motorists desiring pretravel information and routing will be served through their Standard Oil dealer by a new central Travel Center at 918 S. Michigan Ave., Chicago, next to the company's general office. The As You Travel program will be handled by about 7,000 Standard Oil dealers, who are being trained and equipped to provide motorists with local information and assistance. After training, each qualified dealer will display an "As You Travel—Ask Us" sign.

The dealers will make various travel materials available to the motorist including local lodging, eating, sightseeing guides and a Trip Request Card, which the motorist may send to the Travel Center in Chicago for maps, routing instructions and other information. The Chicago center will be staffed by uniformed girls trained by travel experts. Dwight F. Benton, Standard sales vp, predicted auto summer vacation travel will increase to an all-time high this year and he said the new service fills an increasing need for assistance to vacationers.

BIG DIAL—*Model holds giant dial being used to promote the new Dial - A - Dressing lid which fits into the top of the lid on new 12 and 16-oz. Fairmont sour cream cartons. The recipes on the Dial-A-Dressing lid demonstrate the use of sour cream with six salad dressing recipes.*

Colgate Offers Dixie Premium

• Colgate-Palmolive Co. is marking the spring - summer informal living season with a premium offer of a Dixie Cup dispenser with 30 multi-color cups for 25¢ as part of its second-quarter promotion plans. The premium, which is being offered in the peak period for sale of Dixie Cups, also includes a 10¢ coupon good toward the purchase of regular Dixie Cups.

The consumer will receive a 79¢ value for 25¢, according to Colgate-Palmolive, by sending in an end flap or top from any Colgate toilet article. The company is promoting the offer with tv spots and on "The Millionaire," "The Thin Man," "Perry Mason" and other tv shows.

Dial-A-Dressing Gets Boost

• On the heels of its Dial-A-Salad cottage cheese promotion, Fairmont Foods Co., Omaha, has come up with another dairy food salesmaker. To help inform homemakers of the uses of sour cream, Fairmont has redesigned its 12 and 16-oz. sour cream cartons to feature a new Dial-A-Dressing lid. Just like the Dial-A-Salad lid for cottage cheese, the Dial-A-Dressing sour cream lid contains a dial, printed in three colors, which contains six recipes for sour cream dressings—cole slaw, piquant roquefort, coco-nutty fruit, crispy bacon, apple mint and stuffed olive.

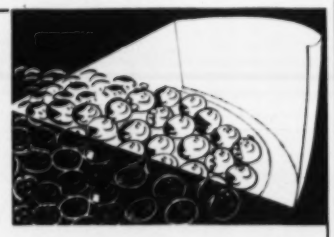
The Dial-A-Dressing is Fairmont's major promotion for June, Dairy Month, but the company plans to use it throughout the year. King-size, 34" dials, along with posters and streamers have been designed for in-store promotions, and mats have been prepared for newspaper ads. #

Black, Little Moves

Black, Little & Co., Newark, has moved to larger offices at 1180 Raymond Blvd. The agency, founded one year ago by two New York agency men, Harold H. Black, Reach, McClinton & Co., and James S. Little, Cunningham & Walsh, started out with two accounts; today it reports it has 18.

AUTO MAKERS USE BIG SCREEN

Eighteen automobile manufacturers advertise on theatre screens. You can build your sales through theatre screen advertising—the medium that offers a full size screen and full color.



TSAB
FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

American Home serves up a greater percentage of food features than any other major magazine ... and its 3,600,000 families eat it up.

A CURTIS MAGAZINE AMERICAN HOME

Something to shout about! American Home devotes a greater share of its pages to home furnishing than any other major magazine.

A CURTIS MAGAZINE AMERICAN HOME

Network Radio's Top Advertisers*

Based on Four Weeks Ending May 10, 1959

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco (4 Nets)	320	159,884
2	Ex-Lax (4 Nets)	225	122,000
3	General Foods (4 Nets)	180	115,868
4	Brown & Williamson (NBC)	169	109,799
5	Lewis Howe Co. (NBC)	170	108,512
6	Pepsi-Cola Co. (4 Nets)	211	103,805
7	Bristol-Myers Co. (CBS, NBC)	122	102,271
8	Automotive-Amer. Motors (CBS, NBC)	161	68,309
9	Hudson Vitamin Products (4 Nets)	190	68,243
10	Midas Inc. (ABC, NBC)	105	63,947
11	Stewart-Warner Corp.	84	62,308
12	California Packing Corp. (NBC)	84	55,093
13	Lehn & Fink Prod. Corp. (CBS, NBC)	64	50,490
14	Colgate-Palmolive Co. (ABC, MBS)	60	39,901
15	Lever Bros. Co. (NBC)	46	37,930
16	General Mills (NBC)	88	36,503
17	Longines-Wittnauer (CBS, NBC)	67	33,929
18	Chevrolet-Gen. Motors (CBS)	48	33,531
19	Bon Ami Co. (MBS)	90	32,893
20	Parker Pen Co. (ABC)	40	31,600

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds Tobacco (4 Nets)	220	96,709
2	Ex-Lax (4 Nets)	157	81,510
3	Bristol-Myers Co. (CBS, NBC)	99	80,818
4	Brown & Williamson (NBC)	127	77,946
5	Lewis Howe Co. (NBC)	128	76,583
6	Hudson Vitamin Products (4 Nets)	203	64,576
7	Pepsi-Cola Co. (4 Nets)	115	56,794
8	Colgate-Palmolive Co. (ABC, MBS)	78	49,714
9	United Motors-Gen. Motors (CBS)	68	46,101
10	Midas Inc. (ABC, NBC)	80	46,039
11	General Foods	71	43,841
12	Lehn & Fink Prod. Corp. (CBS, NBC)	56	42,628
13	Chevrolet-Gen. Motors (CBS)	60	39,571
14	California Packing Corp. (NBC)	63	39,082
15	Wm. Wrigley Jr. Co. (CBS)	60	37,827
16	Automotive-Amer. Motors (CBS, NBC)	90	37,306
17	Stewart-Warner Corp. (CBS)	53	36,250
18	A. E. Staley Mfg. Co. (ABC)	63	35,858
19	Standard Brands (CBS)	43	32,833
20	Parker Pen Co. (ABC)	40	31,453

* Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Storer Moves to Peter Finney

Storer Broadcasting Co., Miami Beach, has named Peter Finney & Co., Miami, to handle its advertising. Hume, Smith & Mickelberry, Miami, is the previous agency.

Trendex TV Ratings

June 1-7, 1959

Rank	Program	Rating*
1	Summer on Ice (U. S. Brewers Foundation, NBC)	33.3
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	28.0
3	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	26.7
4	77 Sunset Strip (Several sponsors, ABC)	24.9
5	Danny Thomas Show (General Foods, CBS)	23.7
6	Ann Sothern (General Foods, CBS)	23.0
7	Playhouse 90 (Several sponsors, CBS)	22.0
8	Red Skelton (S. C. Johnson, Pet Milk, CBS)	22.0
9	Dick Powell's Zane Grey Theater (General Foods, S. C. Johnson, CBS)	21.6
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	21.4

* Ratings are based on one "live" broadcast during the week of June 1-7, 1959.

'Mass Appeal' of TV Knocks It Out of Media Schedule for Pedigreed Seed Push

TORONTO, June 24—Because television "caters to the masses," it is out, as far as the Canadian Seed Growers' Assn. is concerned, as an advertising medium.

The group is planinng a $100,000 campaign to promote the use of pedigreed seed. Its advertising committee suggests the money be spent in farm papers, on radio and on placards.

"So far, tv largely caters to the masses, rather than to any particular segment of society. Therefore, advertising through this medium is not recommended," the committee said. Besides, tv advertising is too expensive, said chairman A. H. Martin of Toronto. #

'Modern Converter' Offers Free Blowup Service

Modern Converter, a Duluth, Minn., monthly business paper serving the paper, foil and film converting field, has inaugurated a free ad blowup service. The publication assumes entire engraving cost for enlarging standard 40" ad plates to fit the 11"x15" pages of the magazine. Enlarged plates remain the property of the advertiser.

Barnes Chase Names Four; Adds Two Major Accounts

Barnes Chase Co., San Diego, in an expansion program has made four appointments. Warren Molentin has been named an art director, and George A. Scott and Richard E. Hogan have been named account executives. Mr. Molentin was formerly head layout artist for the *Chicago Tribune*, and Mr. Scott was formerly with Dow Chemical Co. Mr. Hogan was formerly sales promotion manager of Union Oil Co. Ed Johnson has been named an account executive in the agency's Los Angeles office.

Barnes Chase will service two major product accounts, Glidden Co. and Durkee Famous Foods, Cleveland, for its affiliate agency, Meldrum & Fewsmith, Cleveland. Marketing, promotion and advertising programs will be coordinated on the West Coast with national campaigns for these clients.

WESTERN HORSEMAN
149 Advertising Agencies Placed 187 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3555 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

In 3 years, Readers of the
New York Journal-American
in Families Owning
Two or More Cars
INCREASED 38%
From New York Daily News "Profile of the Millions" 1955 & 1958

American Home is made to measure for appliance and food advertisers. It devotes a greater share of its pages to "kitchen environment" than any other big consumer magazine.

A CURTIS MAGAZINE AMERICAN HOME

American Home ropes in building material and appliance advertisers because it devotes a greater share of its pages to building and remodeling than any other magazine.

A CURTIS MAGAZINE AMERICAN HOME

Quick Decisions, Hard Work Make Successful Discount House: Masters

BOSTON, June 23—"The secret of the successful discount house is efficient operation, with management able to make quick and intelligent decisions, plus hard work by everyone all up and down the line," Stephens Masters, president of Masters Inc., told the fifth campus workshop of the National Retail Merchants Assn. last week.

"We make decisions in minutes, not months. In the old days a department store buyer was a man who could make quick decisions. Those were the days of profit and high unit volume for department stores. Today, the department store buyer too often acts merely as a glorified 'office boy' for his merchandising manager and buying committee."

■ The discount chain head told the group at the Harvard business school that "many of the orthodox habits and practices of the department store are now being challenged" and expressed the thought that discount house methods may soon be the "orthodox method" of retail distribution.

Mr. Masters explained away his low operating margins as follows:

• The discount chain spends 7% on salaries while the total department store spends 18%. Yet Masters' salaries are higher than those of the average department store "but we have cut out the unnecessary personnel—92% of our employes are selling on the floor, while in the average department store less than 50% of the total employes are sales people."

• "We have eliminated costly displays and display departments, window dressers, decorators, fashion coordinators, unnecessary merchandising men, superfluous vps, duplicate buyers, catalog and advertising space salesmen and the like."

• Rental costs are about one-third those of the average department store not because of lower rent areas but by keeping non-selling space to a minimum.

• Advertising costs are about equal in percentage to the department store but delivery costs are zero compared to their 1½%. "Customers who carry their own packages are not taxed with a hidden delivery charge. Those who want delivery pay for it."

• Merchandise is already pre-sold to the consumer by "over $10 billion worth of advertising."

• "Educated order takers" are employed. "These are people who will quickly write up a customer's order. They are very well trained in the merchandise they sell, usually far better trained than a department store sales person," and give information, suggestions and assistance in the care and use of the merchandise.

• High-pressure tactics and switch selling are forbidden.

• Inventory turnover is eight times a year compared to a recent Harvard report which showed the typical department has 3.85 stock-turns a year.

• Operating expenses of the average department store have reached "an alltime high of some 34%." Masters' costs are slightly more than 12% and going lower as newer units go into full operation.

Mr. Masters revealed that his chain is working on a charge account system "in which only the participating customers will pay for the service."

He took another cut at his arch foe:

"The phony phrase 'fair trade' is the most deceitful word in the English language and the retail drug association executives who have spread the entire country with their phony propaganda on so-called 'fair trade' have no intention, obviously, of giving up their high-salaried jobs in their so-called trade associations.

"Drug and pharmaceutical manufacturers furnish their goods to druggists under private labels today while giving lip service to price-fixing," he declared. #

Elgin Starlite Now Manufactured in U. S.

Elgin National Watch Co., Elgin, Ill., has begun U. S. production of its Starlite series of women's watches, formerly made abroad. The 17-jewel watches will continue to retail from $19.95 to $29.95. The companion Sportsman line of men's watches will continue to be manufactured outside the U. S. Elgin said reduction in production costs allowed it to offer the U. S.-made watches at the same price.

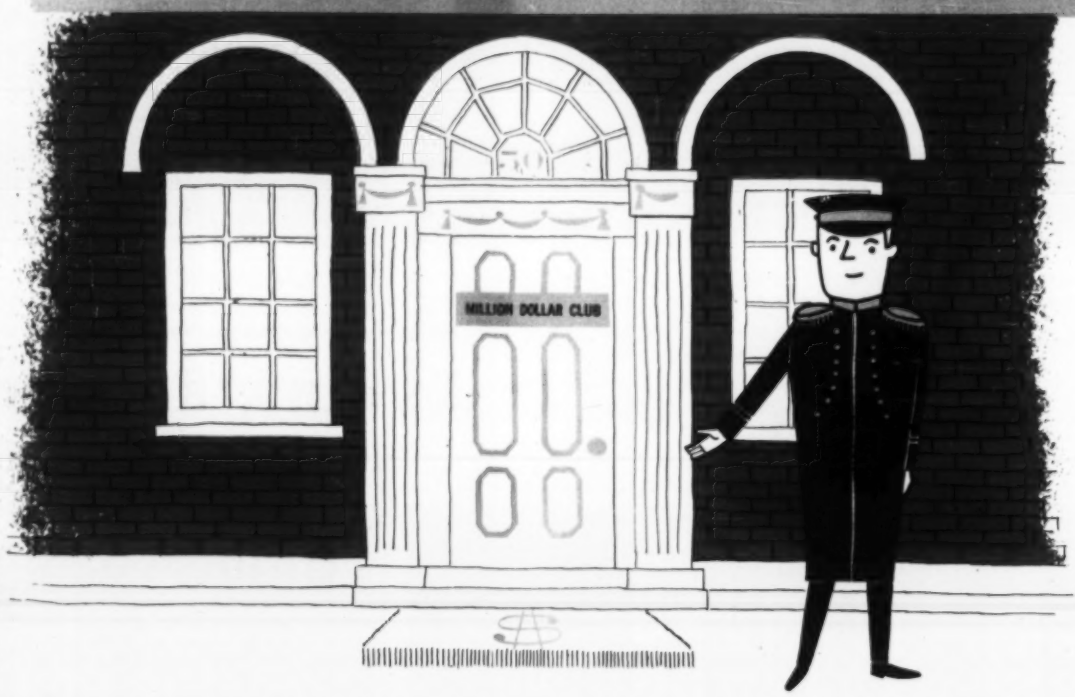
Packard Names Halbert, Adds 3

Dick Halbert has joined Jack Packard Co., Glendale, Cal., as a copywriter. Mr. Halbert was formerly with Clark Collard Advertising. Packard also has been appointed to handle advertising for Accurate Mfg. Co., Glendale manufacturer of die sets and mold bases for the toolmaking and metal manufacturing industries; Father & Son Tire Service, Los Angeles retailer of passenger car tires; and Nu-Matic Nailer, Van Nuys manufacturer of a pneumatically operated nailer for use in building construction.

Healy Adds Three Accounts

Paul M. Healy Advertising, Montclair, N.J., has added three new accounts. They are American Aluminum Co., Mountainside, N.J., manufacturer of standard and specialized aluminum bottles and cans; Liberty Tool & Machine Co., Irvington, N.J., manufacturer of molds and dies for plastic and die casting industries; and Olympic Products Co., Alpha, N.J., manufacturer of transformer brackets and containers.

YOU MAY NOT BELONG TO THIS



(but you CAN use the guest entrance!)

THIS IS A TOUGH CLUB TO JOIN. Its membership is relatively limited. In all of the advertising business, only a few executives qualify. Because – to belong to the "Million Dollar Club" – you must have a decisive role in allocating $1,000,000-or-more annually for television and/or radio advertising. Most of its members (naturally enough) are with the top 50 agencies. To you and your business, they're some of the most important people in America. And if they don't **know about you,** then – to re-coin a golden phrase – you're stone-dead in your marketplace.

They're approachable, though. You can not only get to them with your story – but even visit the "Million Dollar Club" by the guest entrance! It's easy. We have some brand-new, good-as-gold facts – fresh from the mint of a conclusive reader study – that **prove** it!

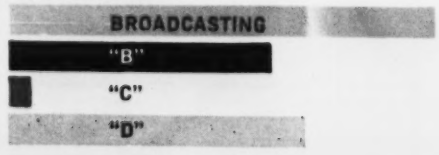
American Research Bureau, Inc., sent out 992 questionnaires to all kinds of people at leading agencies who buy (or OK the buy of) TV and radio facilities throughout America. Replies came from 460 – a notably high return. **And here's what counts:** some 81% of these respondents (337) turned out to be "Million Dollar Club" members . . . busy, full-of-bounce people who answered ARB's questions enthusiastically.

What they told ARB about their business publication reading habits and preferences is more than significant. In fact it's wellnigh an injunction for you to pick BROADCASTING if you want to navigate through their radar-screens and come out profitably on-target!

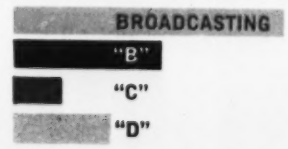
GOLD-PLATED QUESTIONS . . .
AND SOLID GOLD ANSWERS –

Here's how BROADCASTING came out, decisively high up on the top of the heap, in the estimation of "Million Dollar Club" members replying to ARB's questionnaire. ("B", "C" and "D" are cognomens for three **other** publications purporting to cover TV and radio business.)

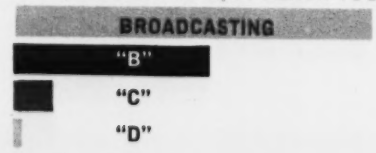
"Which publication do you PREFER for broadcast media news and information?"



"Which publication EXCELS in news editorial coverage?"



"As an advertising medium, which of these publications should a station use TO BEST REACH YOU?"



Wardell Ziegenhagen Mrs. Ziegenhagen Lewis

RELAXATION—*At the NIAA convention during a cocktail party event were Charles C. Wardell, General Motors, Harrison, N. J.; Mr. and Mrs. M. E. Ziegenhagen, Worthington Corp., Newark, and Robert G. Lewis, Railway Age.*

Radio, TV Don't Get Farm Advertisers Money Because They Don't Ask for It: Carroll Says

NEW YORK, June 23—An advertiser last week told radio and tv salesmen that they weren't getting any of his money for the simple reason that they weren't asking for it.

M. E. Matt Carroll, marketing vp of Minneapolis-Moline Co., said that not a single radio-tv salesman had crossed his threshold in the year since he took over his job with the farm machinery manufacturer.

Mr. Carroll spoke during an afternoon panel session at the semi-annual convention of the National Assn. of Television & Radio Farm Directors.

■ Mr. Carroll said Minneapolis-Moline devotes large sums to advertising, but that radio and tv get none of the budget because no one has taken the trouble to sell the media to him.

Mr. Carroll, a man who undoubtedly will soon be beseiged by eager salesmen, suggested that the radio-tv farm directors should be able to answer such questions as these for him: (1) "How many of my customers would you reach?" and (2) "what is your impact on the buying decision of those customers?" He added: "With a shorter line of communication, we can all make a buck together."

■ Donald Frost of Peters, Griffin, Woodward said that the representative needs all the information he can get about the farm market. Mr. Frost said that farm directors should supply their reps with such facts as (1) the type of farming done in his area, (2) the activities of the station's farm service department and (3) which advertisers have distribution in his area.

Taking the play away from the radio and tv directors for a few minutes, Panelist Joseph Paulsen, eastern advertising manager of *Farmer-Stockman*, told the "success story" of his publishing company, enumerating what he considered to be the advantages of the print media for the farm market.

RADIO, TV REPS PLAN TO SELL FARM MARKET

NEW YORK, June 23—Some 20 radio and tv station representatives put aside their differences last week and teamed up to sell the city slickers on Madison Ave. that there are dollars to be had from advertising properly slanted to the expanding farm market. Cooperating with the reps in this sales effort were several stations and stations groups and a transcription network.

They made their pitch through a slide presentation before a morning gathering of advertisers and agencies at town hall. Narrator for the presentation was Mal Hansen, vp of Travel & Transport Co., Omaha, and former farm service director for WOW and WOW-TV.

The bid for more farm broadcasting business was made during the spring convention of the National Assn. of Television & Radio Farm Directors.

■ Mr. Hansen boosted farm broadcasting as the most advantageous medium for reaching the $37,800,000,000 farm market because: "It is unique in that it generally does not have to compete with other media for attention. That is because most farm broadcasting is done in the early morning. We don't have to worry about their reading magazines or newspapers or other advertisements. In general this audience gives its undivided attention to farm programs—while eating breakfast, driving to work or even while they're milking cows."

■ To make the presentation inclusive enough to cover the interests of all the groups underwriting this unprecedented cooperative venture, an appeal was included for early morning broadcasting, whether in agricultural areas or not.

The theme of the pitch was: "Make the big reach even bigger"—in terms of place (the farm) and time (early morning broadcasting). It emphasized the size and the wealth of the farm market and the role of the farm director in that market.

Sparking this project was a committee headed by Edward P. Shurick, Blair-TV. Serving with him were Peter Lasker, Crosley Broadcasting Corp.; Ben H. Holmes, Edward Petry & Co., and Milton F. Allison, CBS Radio spot sales. #

Lonergan Moves to Sullivan

Lonergan Corp., Elkhart, Ind., manufacturer of Pacemaker and Atlas trailers, has appointed J. G. Sullivan & Co., South Bend, to handle its advertising. MacDonald-Cook, South Bend, is the previous agency.

"MILLION DOLLAR CLUB"...

MONEY (LET'S FACE IT) **TALKS...**

Money speaks forcefully, declaims emphatically. It's been doing this – advertising-wise – for nearly three decades in BROADCASTING, **the** top reporter of TV-radio business news. And the "Million Dollar Club" 's preference for BROADCASTING becomes more dramatic when you ponder these 24-carat percentages.

BROADCASTING, **as a source of news,** is preferred by 61% **MORE** of the "Million Dollar Club" than Publication "B"; 42% **MORE** than Publication "D". (What happened to "C"? Well, BROADCASTING had **35 times** as many "preferred" mentions **as,** alas, that unhappy competitor. Or, to be ruthless, 38% over both "C" **and** "D" combined!)

BROADCASTING is acclaimed **most excellent in news content** by 89% **MORE** of these topflight TV-radio investors than is Publication "B". And 41% **MORE** than "B", "C" **and** "D" combined (which is quite a trick).

BROADCASTING is named the **best advertising medium** for reaching them by 87% **MORE** of the "Million Dollar Club" than is Publication "B". Or 53% **MORE** than "B", "C" **and** "D" rolled into one!

BROADCASTING is adjudged **THE** medium where station advertising is most likely to **exert the most impact** upon them by 65% **MORE** "Million Dollar Club" executives than is Publication "B". **OR** 36% more than "B", "C" **and** "D" combined!

Furthermore –

BROADCASTING YEARBOOK is used by 106% **MORE** "Million Dollar Club" members than is the annual of Publication "B", 64% **MORE** than that of Publication "C", and 339% **MORE** than that of Publication "D". (You'd recognize them all if we named names – and we **will** if you care to ask.)

BROADCASTING – as surely as tomorrow's golden sunrise – is **SO** far ahead of all the others...and in so many ways ... that you might say it's in a class by itself. And why not? **IT IS!**

A GOLDEN OPPORTUNITY...

One million dollars can buy a lot of broadcast advertising. That those who spend this much (and usually multi-millions more) should prefer BROADCASTING isn't surprising. For years, BROADCASTING has been the unchallenged leader in its field. There's a sound reason.

The men and women who route so many millions to productive broadcast advertising **must** have the most accurate, complete facts. These (as they know) come best from reading BROADCASTING.

Another fact cinches BROADCASTING's supremacy – **PAID circulation,** verified by the Audit Bureau of Circulations (of which BROADCASTING is the sole member in its field). ABC's latest statement gives BROADCASTING over 21,000 **PAID** copies. **This is more than the total, combined paid circulation of "B", "C" AND "D"!** Note that word **"PAID".** It doesn't include copies they give away – unsolicited and for free.

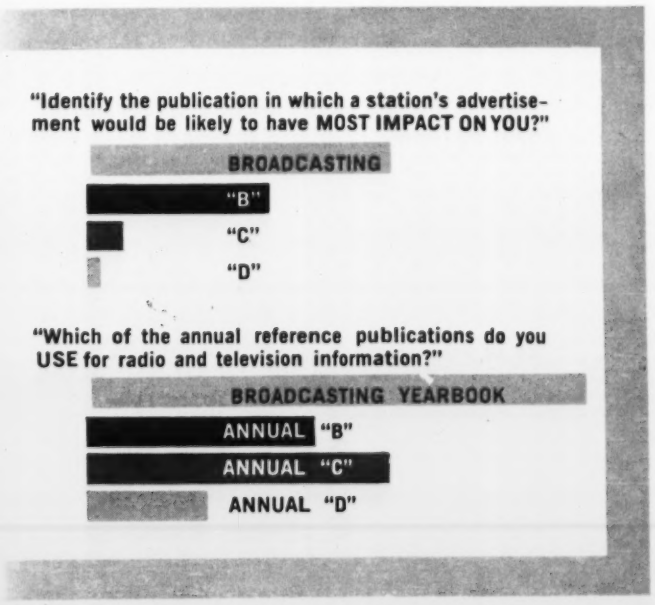
BROADCASTING counts, in its **PAID** distribution, 5,785 subscriptions going to advertisers and advertising agency readers ... specifically, 2,511 in the field of TV-radio advertisers; 3,274 at agencies throughout the country (as confirmed by our latest ABC audit). A major share of these **PAID** subscriptions are among the top 100 advertisers and top 50 TV-radio agencies.

Why do we stress **"PAID"?** Because it's the key word to **your** advertising results when you use BROADCASTING. People **pay** for what they want ... for things they can't get free. Unlike its contemporary TV-radio journals, BROADCASTING deals only in **PAID** circulation – and believes that **PAID** circulation is the true index of any publication's worth.

USE THE GUEST ENTRANCE

You can test this for yourself. BROADCASTING is the preferred information medium of the "Million Dollar Club". Its decision-making members **need** it – and they **prove** their need by **paying** to receive BROADCASTING every week.

You need them to get your share of the advertising budgets they control. Which, obviously, means that you **need** BROADCASTING – **THE** Businessweekly of Television and Radio. It's your guest entrance to the important "Million Dollar Club".


"Identify the publication in which a station's advertisement would be likely to have MOST IMPACT ON YOU?"
BROADCASTING
"B"
"C"
"D"
"Which of the annual reference publications do you USE for radio and television information?"
BROADCASTING YEARBOOK
ANNUAL "B"
ANNUAL "C"
ANNUAL "D"

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

a member of the Audit Bureau of Circulations

June Pages and Linage in Farm Publications

Current Figures for U.S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958	Jan.-June 1959	Jan.-June 1958	June 1959	June 1958
General Farm Publications										
§American Agriculturist (sm)	32.6	33.3	194.7	182.1	23,733	24,229	141,650	132,667	21,482	22,133
§Arizona Farmer-Ranchman (bw)	68.5	68.7	345.2	386.1	51,839	51,974	260,997	291,939	51,160	50,759
‡Arkansas Farmer: (mon)										
#Delta Edition	18.1	—	118.1	—	13,650	—	89,288	—	13,237	—
#Western Edition	17.9	—	116.0	—	13,510	—	87,673	—	13,097	—
Average 2 Editions	17.9	—	117.0	—	13,580	—	88,480	—	13,167	—
§California Farmer: (bw)										
#Northern Edition	45.6	58.3	229.7	309.6	37,273	45,102	119,478	234,181	36,431	42,984
#Southern Edition	41.8	55.5	217.5	296.0	34,140	42,027	189,003	223,790	33,288	39,993
Average 2 Editions	43.7	56.9	223.6	302.8	35,706	43,564	194,240	228,985	34,854	41,488
Capper's Farmer (mon)	36.3	42.2	259.1	340.2	15,569	18,088	111,152	145,917	14,819	17,220
Colorado Rancher & Farmer (sm)	31.7	22.2	237.8	193.7	23,987	16,813	179,904	146,656	23,060	15,770
Dakota Farmer (sm)	66.0	52.6	438.3	390.9	51,776	41,247	343,668	306,515	50,790	40,538
*Electricity on the Farm (mon)	9.9	11.7	62.8	59.7	3,436	4,182	21,689	21,327	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition	27.7	30.5	240.1	241.8	11,878	13,092	103,018	103,744	10,691	11,972
#Southwestern Edition	31.6	30.5	226.3	240.1	13,561	13,077	97,103	102,980	12,316	12,127
Average 2 Editions	29.2	30.5	234.7	241.1	12,535	13,086	100,710	103,446	11,325	12,033
Farm Journal: (mon)										
#Central Edition	70.0	73.4	535.1	521.6	30,040	31,494	229,551	223,777	28,943	30,680
#Eastern Edition	68.4	69.2	484.4	469.1	29,326	29,706	207,817	201,252	28,229	28,892
#Southern Edition	60.4	62.4	418.6	421.5	25,895	26,776	179,580	180,813	24,798	25,962
#Western Edition	71.5	72.3	520.1	496.8	30,685	30,996	223,134	213,141	29,588	30,182
Average 4 Editions	67.6	69.3	489.6	477.3	28,987	29,743	210,021	204,746	27,890	28,929
Farm Management (mon)	17.5	18.6	128.6	140.7	7,798	7,978	55,724	60,337	7,798	7,978
†Farm Quarterly (q)	90.3	75.0	205.5	176.5	41,718	34,650	94,941	81,543	41,263	34,034
The Farmer (sm)	74.5	63.2	585.8	542.1	58,401	49,585	459,262	425,025	54,152	46,070
|||Farmer-Stockman: (mon)										
#Oklahoma Edition	22.1	36.8	199.3	217.2	16,821	15,797	141,635	93,269	15,861	14,807
#Texas Edition	14.7	31.4	173.8	204.8	11,194	13,491	122,724	87,969	10,034	12,501
Average 2 Editions	18.4	34.1	186.8	211.4	14,008	14,644	132,180	90,619	12,947	13,654
‡Georgia Farmer: (mon)										
#North Edition	7.8	—	73.6	—	5,862	—	55,634	—	5,129	—
#South Edition	8.5	—	86.7	—	6,408	—	65,552	—	5,675	—
Average 2 Editions	8.1	—	80.1	—	6,135	—	60,539	—	5,402	—
††Indiana Farmer (mon)	11.3	8.4	88.2	99.7	8,857	6,604	69,141	78,137	6,735	4,694
Kansas Farmer (sm)	26.2	30.5	247.2	237.2	19,967	23,187	187,927	180,287	17,896	21,610
Kentucky Farmer (mon)	16.0	16.3	140.4	144.2	12,532	12,810	110,068	113,113	11,208	11,927
Michigan Farmer (sm)	48.1	36.2	389.9	336.4	36,917	27,788	299,519	258,393	33,070	24,221
Minnesota Farmer (mon)	13.9	11.0	88.9	76.6	10,943	8,636	69,827	60,067	9,963	8,048
‡Mississippi Farmer: (mon)										
#Delta Edition	6.3	—	53.5	—	4,806	—	40,507	—	4,602	—
#Eastern Edition	6.3	—	51.7	—	4,766	—	39,139	—	4,462	—
Average 2 Editions	6.4	—	52.7	—	7,486	—	39,823	—	4,532	—
Missouri Ruralist	23.1	24.9	251.0	252.2	17,601	18,946	190,795	191,707	15,574	18,946
Montana Farmer-Stockman (sm)	58.6	57.8	368.6	368.3	44,265	43,677	278,660	278,465	39,918	38,000
Nebraska Farmer (sm)	63.8	65.3	588.1	532.0	48,273	49,419	445,463	402,447	44,234	45,856
§New England Homestead (sm)	25.1	30.9	171.2	189.8	20,524	21,614	119,823	132,892	15,678	16,342
New Jersey Farm & Garden (mon)	22.0	36.7	216.9	283.4	9,903	16,511	97,603	127,546	8,271	14,888
New Mexico Farm & Ranch (mon)	17.7	15.8	96.4	75.2	13,398	12,078	72,919	57,558	13,237	11,945
Ohio Farmer (sm)	50.4	40.1	460.7	395.0	39,701	30,782	358,150	303,376	34,957	26,765
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	50.0	46.3	236.0	237.6	37,778	34,986	178,443	179,662	37,389	33,860
The Oregon Farmer	45.9	46.8	214.4	228.9	34,736	35,377	162,106	173,069	34,347	34,251
The Utah Farmer	48.7	48.2	231.0	226.4	36,850	36,417	174,613	171,136	35,999	34,871
The Washington Farmer	45.6	47.6	219.1	239.4	34,466	35,956	165,608	180,975	34,077	34,830
§Pennsylvania Farmer (sm)	49.8	46.6	324.6	285.6	38,259	35,817	249,312	219,346	34,702	32,655
Prairie Farmer: (sm)										
#Illinois Edition	74.6	63.1	644.0	557.9	54,301	45,945	468,882	406,192	45,776	38,341
#Indiana Edition	66.6	57.1	615.4	545.5	48,480	41,543	448,060	397,146	39,955	33,939
Average 2 Editions	70.6	60.1	629.7	634.2	51,390	43,744	458,470	401,669	42,865	54,814
Progressive Farmer: (mon)										
#Carolina-Va. Edition	61.7	63.1	493.5	521.0	41,926	42,882	335,589	354,299	40,278	41,305
#Ga.-Ala.-Fla. Edition	61.2	63.7	487.1	524.7	41,629	43,328	331,219	356,823	40,004	41,790
#Ky.-Tenn.-W.Va. Ed.	59.2	59.4	455.8	480.6	40,276	40,363	309,976	326,822	38,761	38,740
#Miss.-La.-Ark. Ed.	64.1	62.0	461.0	485.6	43,571	42,157	313,291	330,217	42,380	40,833
#Texas Edition	68.0	62.4	477.9	498.1	46,273	42,463	324,994	338,683	44,667	41,039
Average 5 Editions	62.8	62.1	475.0	502.0	42,735	42,239	323,014	341,369	41,218	40,741
§*Rural New-Yorker: (sm)										
New York-New Eng. Ed.	30.6	25.7	168.7	25.7	24,019	20,135	132,197	20,135	20,583	17,124
Penn.-N.J.-Delmarva Ed.	27.7	25.0	144.2	25.0	21,670	19,608	110,916	19,608	18,618	16,805
Southern Planter (mon)	10.0	18.0	134.9	153.0	7,012	12,620	94,367	107,085	6,624	12,312
Successful Farming (mon)	62.0	65.3	491.1	461.0	27,911	29,383	220,996	207,438	27,409	28,972
Tennessee Farmer & Homemaker (mon)	11.9	11.3	105.3	102.2	9,350	8,832	82,572	80,093	8,374	8,094
Wallaces' Farmer (sm)	66.2	63.4	627.1	577.6	51,872	49,669	491,627	452,807	49,063	47,242
§Weekly Star Farmer: (w)										
Kansas Edition	18.1	15.0	94.9	88.2	44,699	37,028	233,780	217,313	25,118	20,810
Missouri Edition	17.5	14.2	97.7	91.2	43,071	34,901	240,783	224,691	25,538	19,445
Okla.-Ark. Edition	15.5	12.2	83.7	78.2	38,324	30,113	206,172	192,802	22,390	16,656
Average 3 Editions	17.0	13.8	92.1	85.9	42,031	34,014	226,912	211,602	24,349	18,970
Western Farm Life: (sm)										
#Regular Edition	13.2	20.2	125.6	176.9	10,348	15,806	98,461	138,664	8,151	13,951
#Colorado Edition	17.0	25.4	182.7	239.6	13,313	19,893	143,272	187,828	2,937	3,789
Average 2 Editions	15.1	22.8	154.2	208.2	11,830	17,849	120,866	163,245	11,088	17,740
Wisconsin Agriculturist & Farmer (sm)	56.6	47.1	454.0	412.6	44,867	36,958	359,197	323,474	44,336	36,566
Wyoming Stockman-Farmer (mon)	37.8	36.1	205.9	197.2	29,666	27,272	193,280	185,080	26,851	24,291
Total Group	1,217.9	1,148.6	9,292.3	8,821.8	821,625	749,020	6,098,554	5,889,487	786,370	713,934

§ Not included in totals; figures shown are for May issues as June figures were not available as this issue went to press. ‡Started publishing sectional editions with the March 1959 issue, so there will be no 1958 figures. # Not included in totals. * Changed from a 357-line page to a 345-line page in January 1959. † Published quarterly in March, June, September, and December; figures shown are for the June issue. †† Formerly known as Indiana Farmer's Guide. ||| Changed from a 428-line page to a 760-line page in February 1959.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	17.6	11.0	110.6	112.5	17,580	11,096	110,611	112,557	17,202	10,731
Texas Ranch & Farm (mon)	16.8	13.9	101.7	98.1	16,772	13,888	101,696	98,112	16,548	13,538
Total Group	34.4	24.9	212.3	210.6	34,352	24,984	212,307	210,669	33,750	24,269

Farm Organizations & Education

Agricultural Leaders' Digest (mon)	4.8	6.1	50.0	68.4	2,195	2,652	21,482	29,369	1,337	2,652
Better Farming Methods (mon)	19.3	22.8	153.9	193.1	8,295	9,796	66,036	82,844	8,295	9,796
California Farm Bureau Monthly (mon)	12.2	13.5	61.5	78.5	9,195	10,175	46,551	59,259	8,803	9,726
Cooperative Digest (mon)	8.5	7.6	49.2	41.3	3,570	3,150	21,000	17,477	3,570	3,150
County Agent & Vo-Ag Teacher (mon)	19.0	23.0	164.6	176.5	8,131	9,843	70,562	75,598	8,131	9,843
§Iowa Farm Bureau Spokesman (w)	53.1	52.5	282.5	278.3	53,896	53,104	286,837	282,169	50,674	48,970
Michigan Farm News (mon)	2.1	2.4	14.0	16.5	5,004	5,754	35,215	39,204	4,592	5,320
Missouri Farmer (mon)	10.4	12.0	72.8	82.5	4,373	5,029	30,571	34,652	3,536	4,274
National 4-H News (mon)	15.2	20.4	118.6	121.7	6,461	8,563	49,809	51,108	6,461	8,563
Nation's Agriculture (mon)	9.2	8.3	51.2	54.4	4,152	3,751	23,047	24,461	—	—
Ohio Farm Bureau News (mon)	12.2	7.6	65.5	58.2	5,531	3,430	29,815	26,220	—	—
§†Washington Grange News: (sm)										
East Edition	17.9	24.1	80.1	70.9	19,474	26,194	87,301	77,069	19,124	25,928
West Edition	17.8	23.8	77.6	71.4	19,341	25,809	84,217	77,424	18,991	25,543
Average 2 Editions	17.8	23.9	78.7	71.3	19,407	26,001	85,622	77,241	19,057	25,735
Total Group	112.9	123.7	871.3	891.1	56,907	62,143	394,088	440,192	44,725	53,324

§ Not included in totals; figures shown are for May issues as June figures were not available as this issue went to press. † Started publishing sectional editions with the September 1958 issue.

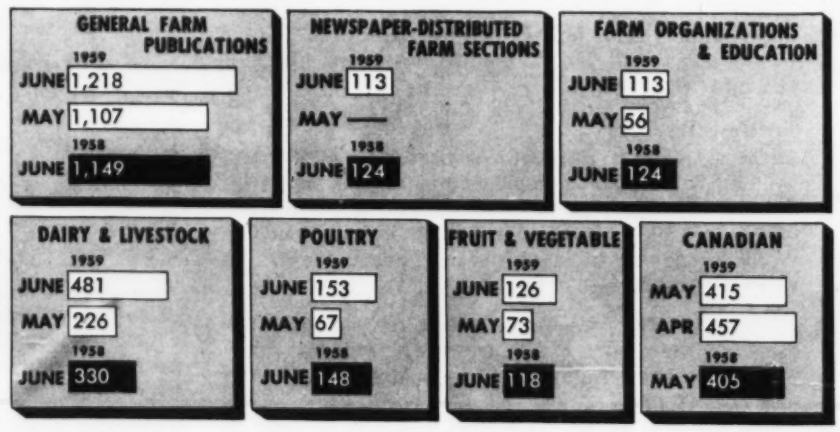
Dairy & Livestock

Breeder's Gazette (mon)	13.7	12.8	98.8	95.3	4,648	4,543	42,396	40,705	5,287	4,882
The Cattleman (mon)	94.5	68.4	539.9	473.1	39,470	28,704	226,728	198,638	16,818	10,651
§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	25.0	21.7	54.7	158.5	53,143	46,274	329,338	337,234	33,725	26,673
Kansas City Daily Drovers Telegram	23.1	21.9	153.5	155.3	49,133	46,617	326,719	330,530	31,996	29,768
Omaha Daily Journal-Stockman	25.1	23.3	173.0	179.8	53,362	49,645	368,133	382,671	36,855	35,674
St. Louis Daily Livestock Reporter	18.0	14.5	118.7	108.7	38,260	30,775	252,547	231,251	27,529	19,959
§Dairymen's League News (bw)	11.2	12.2	85.4	70.7	8,178	8,895	62,201	51,475	7,421	8,245
Florida Cattleman (mon)	71.5	56.3	441.9	389.2	30,054	23,678	181,466	163,250	23,069	17,283
Hoard's Dairyman (sm)	50.4	45.9	414.2	372.3	36,722	33,439	301,535	271,039	30,964	28,550
#Livestock Breeder Journal (mon)	29.9	29.8	352.4	355.8	12,495	11,277	151,765	148,851	2,072	1,785
National Hog Farmer (mon)	15.0	10.2	118.1	75.2	15,225	10,365	119,873	76,469	14,960	9,870
National Live Stock Producer (mon)	15.8	9.5	114.7	88.9	11,528	6,891	83,474	64,690	11,122	6,608
Western Dairy Journal (mon)	64.4	34.8	272.8	236.7	27,640	14,910	117,035	101,202	13,588	9,477
Western Livestock Journal: (mon)										
Mts. & Plains Edition	76.9	36.6	410.5	274.1	32,970	15,704	176,118	117,623	8,209	6,852
Pacific Slope Edition	78.9	55.4	546.0	525.8	33,866	23,800	234,224	225,612	11,494	12,457
§*Western Livestock Reporter (w)	21.0	24.7	183.3	211.8	28,224	33,197	239,233	233,545	5,810	11,704
Total Group	481.1	339.9	2,956.9	2,530.6	232,123	162,034	1,483,849	1,259,228	135,511	106,630

§ Not included in totals; figures shown are for May issues as June figures were not available as this issue went to press. # Not included in totals. * Changed from a 1120-line page to a 1344-line page in February 1959.

Farm Linage Trend

Figures in thousands



Poultry

American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	11.5	21.0	128.7	116.3	4,937	9,018	54,710	72,378	4,376	7,963
#Egg Producer Midwest Edition	12.9	20.5	136.5	174.7	5,551	8,794	58,475	74,878	4,993	7,796
#Egg Producer Pacific Edition	16.9	22.8	144.9	163.9	7,261	9,796	62,150	70,298	4,911	7,083
#Egg Producer Southern Edition	13.6	21.1	146.1	172.5	5,819	9,054	62,711	74,108	4,574	7,236
†#Broiler Producer Ed.	9.3	—	94.5	—	3,997	—	40,066	—	3,786	—
†#Turkey Producer Ed.	13.7	—	80.1	—	5,899	—	34,340	—	5,688	—
Average 6 Editions	13.0	21.1	121.7	166.8	5,577	9,079	52,075	71,773	4,721	7,469
Broiler Growing (mon)	35.7	35.6	217.6	220.7	15,331	15,276	93,359	94,695	13,039	12,269
Everybodys Poultry Magazine (mon)	24.3	32.2	205.8	199.3	10,439	13,793	88,309	85,504	7,303	10,183
§Georgia Poultry Times (w)	24.7	25.1	153.7	134.0	26,418	26,726	127,490	104,846	23,706	23,842
§The Poultryman: (w)										
Dixie Edition	12.6	15.5	93.2	88.6	13,717	16,888	101,232	96,173	4,598	9,199
National Edition	12.6	15.2	88.0	84.4	13,668	16,398	95,471	91,585	4,598	9,129
New England Edition	14.5	18.2	111.1	102.4	15,758	19,724	120,569	111,139	6,152	11,349
New Jersey Edition	20.2	25.9	142.5	146.6	21,910	28,073	154,670	149,128	11,250	18,208
Poultry Tribune: (mon)										
#Eastern Edition	33.1	29.1	251.6	236.2	14,188	12,477	107,944	101,321	12,048	11,072
#Midwest Edition	32.1	32.1	251.6	236.5	13,764	13,758	107,934	101,439	11,866	12,536
#Pacific Edition	50.3	42.6	315.0	277.2	21,561	18,278	135,139	118,940	15,758	12,453
#Southeast Edition	43.3	35.3	288.8	263.8	18,586	15,136	123,883	113,155	15,150	12,183
#Southwest Edition	36.9	33.3	262.7	238.9	15,835	14,290	112,708	102,496	13,110	11,624
Average 5 Editions	39.1	34.5	273.9	250.5	16,786	14,788	117,520	107,464	13,586	11,974
Turkey World (mon)	40.8	24.7	317.9	303.5	17,488	10,575	136,385	130,197	15,396	9,022
Total Group	152.9	148.1	1,136.9	1,140.8	65,621	63,511	487,648	489,633	54,045	50,917

Not included in totals. † Started publication with the September 1958 issue. § Not included in totals; figures shown are for May issues as June figures were not available as this issue went to press.

Fruit & Vegetable

American Fruit Grower (mon)	29.4	29.2	207.4	228.8	12,720	12,627	90,611	98,847	12,335	12,272

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	June	June	Jan.-June	Jan.-June	June	June	Jan.-June	Jan.-June	June	June
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
American Vegetable Grower (mon)	27.8	22.8	207.5	196.4	12,005	9,837	90,625	84,836	11,701	9,637
California Citrograph (mon)	21.0	20.3	125.6	133.1	14,098	13,664	84,126	89,614	13,846	13,384
Florida Grower & Rancher (mon)	16.7	18.4	159.6	175.3	11,396	11,873	108,806	122,449	10,425	10,699
†Vegetable Growers Messenger (bm)	—	—	29.8	20.4	—	—	9,206	8,718	—	—
Western Fruit Grower (mon)	30.7	27.7	203.5	216.4	12,894	11,634	85,470	90,888	12,894	11,634
Total Group	125.6	118.4	933.4	970.4	63,113	59,635	468,844	495,352	61,201	57,626

† Published bi-monthly; cumulative figures shown are for combined May-June issue.

	Total Advertising, in Pages				Total Advertising, in Lines			
	May	May	Jan.-May	Jan.-May	May	May	Jan.-May	Jan.-May	May	May
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
Canadian (May)										
Country Guide (mon)	45.1	48.1	225.0	209.4	32,523	34,675	162,052	150,839	—	—
†Family Herald (w)	86.3	71.1	430.9	404.8	84,200	69,416	420,212	394,747	63,228	50,539
Farmer's Advocate & Canadian Countryman (sm)	51.6	57.8	249.9	249.9	36,115	40,466	174,898	174,893	30,230	34,337
Free Press Prairie Farmer (w)	98.3	96.8	512.8	506.7	103,261	101,649	538,455	531,987	53,655	55,041
Le Bulletin des Agriculteurs (mon)	71.5	66.9	307.1	302.6	50,075	46,898	215,041	211,745	50,075	46,898
Western Producer (w)	61.9	65.6	346.8	313.2	66,251	70,166	371,043	335,177	45,180	43,246
Total Group	414.7	405.3	2,072.5	1,986.6	372,425	363,270	1,881,701	1,799,388	242,368	230,061

† Four issues in May 1959; five issues in May 1958.

Giant Value Coupon Jamboree Gets Push in Dailies, Radio-TV

BOSTON, June 23—An extensive merchandising and promotional campaign, organized and operated by Oscar E. Rudsten, president of Oscar E. Rudsten & Associates, will be conducted in the Philadelphia, New England and Chicago markets this fall.

The Giant Value Coupon Savings Jamboree will include cooperative coupon mailings to approximately 3,600,000 families beginning in Philadelphia Oct. 4, New England, Oct. 18, and Chicago, Oct. 24. In addition to the coupons for products, the mailings will offer a 30-day trip around the world for two, all expenses paid, for the holder of the lucky entry blank, and a $1,000 U.S. Savings Bond to the store manager whose customer wins the free trip.

Spreads and page ads are scheduled in *Boston Globe, Boston Herald-Traveler, Boston Record* and *American, Chicago American, Chicago Tribune, Hartford Times, Philadelphia Inquirer, Providence Bulletin* and *Journal, Springfield Union News* and *Worcester Gazette.*

Also included will be radio and tv spot campaigns, dealer mailings, dealer calls to key chain supermarkets and leading independents, window streamers, shelf talkers and mats for retailer tie-in promotion, and promotion kits furnished to salesmen of participating companies.

The first Giant Value Coupon Savings Jamboree was launched on a test basis in the Massachusetts North Shore area in the spring of 1958. Ten advertisers participated in the cooperative coupon mailing to 100,000 families. #

F&S&R Names Don Leonard; Boosts Two; Moves

Donald E. Leonard, formerly with W. B. Doner & Co., Baltimore, has joined Fuller & Smith & Ross, New York, as media director. He succeeds Gerry Arthur, who recently moved to Donahue & Coe. Edgar Marvin, formerly a copywriter on the Alcoa account for F&S&R, has been named tv copy supervisor on the account. Dorothy Shahinian, formerly an estimator in the media department, has been appointed an assistant media buyer.

Donald E. Leonard

F&S&R also has moved its New York office to 666 Fifth Ave.

Compton Names 2, Boosts 6

Compton Advertising, New York, has appointed Paul Slater to its account section and Fred Cammann a tv commercial producer. Mr. Slater formerly was with Doherty, Clifford, Steers & Shenfield; Mr. Cammann previously was with Young & Rubicam. Compton also has promoted six vps and assistant creative directors to creative directors. They are John Boyd, Clifford Dillon, Emile Frisard, Muriel Haynes, Gabriel Ondeck and Otto Prochazka.

CAPPER'S FARMER SETS THE RECORD STRAIGHT

The farmer—in the eyes of city folks—has been an opportunist.

Probing behind the scenes of government, industry and labor, Capper's Farmer editors broke the biggest farm news story of the year. They proved that "in the 1952-57 period *farmers actually subsidized consumers.*"

Within forty-eight hours after this fact-filled feature article*, "What City People Should Know About Farmers", hit mailboxes throughout the country . . .

- Orders for reprints poured in—more than 300,000 to date.
- 100 newspapers requested permission to reprint this no-punches-pulled article.
- Hundreds of high-income farmers, industrial leaders, businessmen, educators and just-plain taxpayers wrote praise for "Another Job Well Done!"

**Write the Editor, Capper's Farmer, Topeka, Kansas, for your free copy.*

Capper's Farmer is the spokesman for 1,500,000 Midwestern business farm families. They trust its editors, believe in its advertisers . . . and have the money for action when they read your advertising.

The Average Capper's Farmer Subscriber Earns Over $12,000 A Year

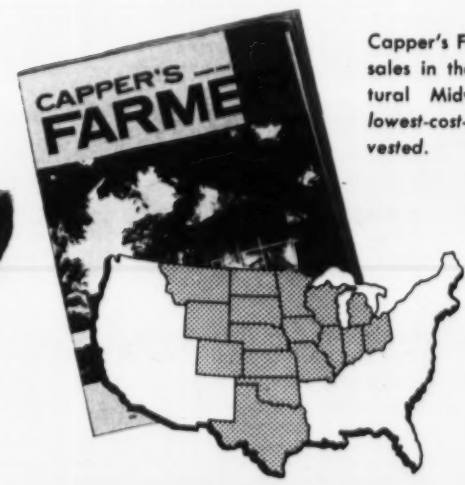
Capper's Farmer Subscribers Are Eager to Learn about:

- Livestock Feeds
- Machinery
- Farm Management Helps
- Labor-Saving Equipment
- Animal Health Aids
- Fertilizers & Bug Killers
- New Crops

Their Wives Want to Know All about These Subjects:

- Food
- Sewing & Gardening
- Home Decorating
- Children & Teenagers
- Appliances
- Poultry
- Beauty

Turn this ready interest into cash sales . . . advertise in Capper's Farmer



Capper's Farmer delivers sales in the rich agricultural Midwest for the *lowest-cost-per-dollar invested.*

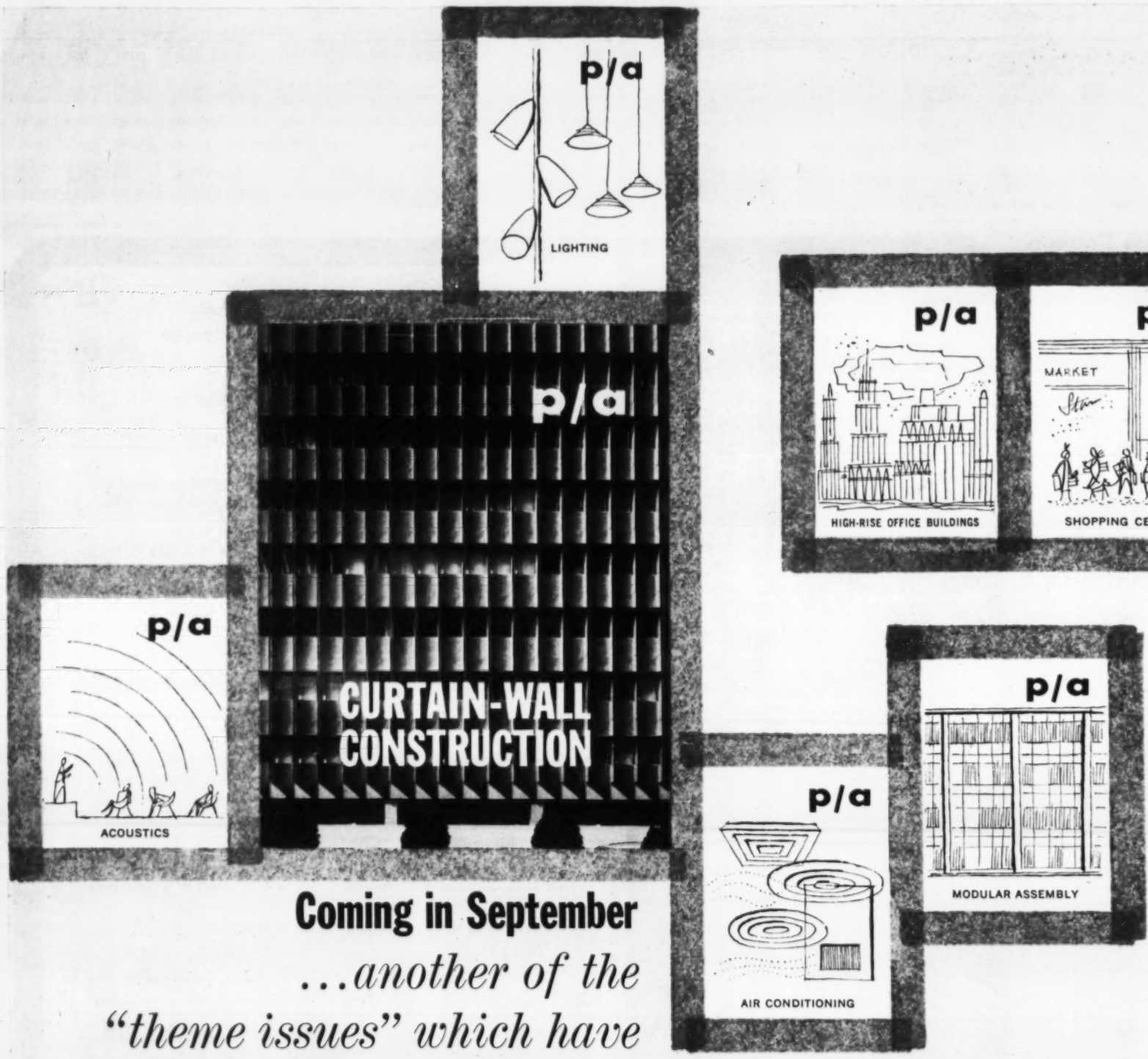
CAPPER'S FARMER

One of the six Stauffer-Capper Farm Magazines

TOPEKA, KANSAS

Write, Phone, or Wire the nearest sales office:

NEW YORK—420 Lexington Avenue
CLEVELAND—1010 Rockwell
CHICAGO—333 N. Michigan Avenue
LOS ANGELES—The Eschen Company, 3142 Wilshire Boulevard
TOPEKA—912 Kansas Avenue
SAN FRANCISCO—The Eschen Company, 57 Post Street



Coming in September

...another of the "theme issues" which have sparked acclaim for P/A's

EDITORIAL SCOPE

September P/A gives "theme issue" treatment to the hottest technical topic in current architecture—panel curtain-wall construction.

Like former theme studies shown, almost the whole issue will be a head-to-foot examination of a single subject . . . usually technical, always topical. No other magazine tackles these difficult "themes" with such comprehensive editorial **scope.** That's why theme issues are prized by the world's largest architectural audience . . . why they are saved, for time-and-again reference.

The upcoming September P/A will stress curtain-wall applications in small to medium-sized buildings. Outstanding buildings of every type will be studied in depth, showing every generic panel type in use. Technical articles examine the methods and materials used in the same buildings. A full, illustrative "Curtain-Wall Specification" is supplied by a noted expert. A further section deals with curtain-wall sealants. And the "News Report" section features new curtain-wall product developments.

Schedule your insertion now in September P/A. If your product is used in curtain-wall construction, it's your most important media choice of the year. For any advertiser, a "theme issue" means a "captivated" audience of professional specifiers. **P/A means Productive Advertising.**

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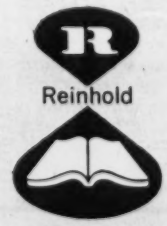

Feature Section

Advertising Age

Rate Gap Is Problem, Weiss Says

TV Moving to Magazine Concept?

Where Are the Blotters of Yesteryear?

Tyler Picks May's Ten

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Media Are Encouraging Retailers to Become Space, Time Brokers' . . .

Says Some Newspapers, Radio-TV Stations Encourage Co-op Abuses; Local-National Rate Gap Is Problem

"Most media are quite happy with co-op and are busily helping the retailer, through means sometimes fair and occasionally foul, to bilk the manufacturer of ever larger co-op funds," E. B. Weiss, Advertising Age columnist, alleges in this fourth instalment of his discussion of trends in co-op advertising. "The emergence," says Mr. Weiss, "of the giant retailer as the repository for the lion's share of co-op allowances, his emergence as a giant manufacturer, his emergence as a national advertiser of his own controlled brands—all these and other developments may very soon compel media to make a reappraisal of this presumed co-op gold mine, just as are . . . manufacturers." This instalment includes Chapters VI and VII of Mr. Weiss' discussion, which will shortly be published in booklet form by Doyle Dane Bernbach, where Mr. Weiss is director of merchandising.

E. B. Weiss

Chapter VI
How Media Pile Chaos on Confusion in Co-op

By E. B. Weiss

For years, many newspapers have tended not only to work hand in glove with retailers and distributors in refining techniques for chiseling on cooperative advertising—but some newspapers have been, if that is possible, more eager for co-op linage than some retailers.

In a study made of the cooperative advertising situation in Pennsylvania, a check of 66 Pennsylvania newspapers led the writer of the study to remark: "Newspaper advertising managers have an even more aggressive attitude (than retailers) toward co-op. Most of them try to get all they can and over 80% encourage local merchants to pressure manufacturers for co-op funds."

■ Certainly the completely indefensible practice of double billing is routine in some newspaper business offices. Before more modern refinements of this routine of covering up the rate the retailer pays had been developed, double billing billed more manufacturers out of more co-op dollars than any other single procedure. And double billing was not and is not possible without the connivance of the newspaper—although it is true that, in a few instances, retailers were found to have printed local newspaper billheads without the knowledge of the paper!

The considerable difference between local and national newspaper rates is, of course, the fundamental factor in the growth, as well as the abuse of cooperative advertising. Originally, it was this local rate advantage that manufacturers sought to win through cooperative advertising allowances. And, for a number of years, manufacturers *did* benefit by the local rate through co-op.

But as both the retailer and the newspaper became more sophisticated, the manufacturer began to be put through a wringer. Today, it would hardly be an exaggeration to say that little more than 25% of the total newspaper linage bought by most manufacturers on a co-operative basis is bought at the local rate actually paid by the retailer; and the actual figure may be nearer 15%.

Local-National Linage Gap Is Too Large

We are in no way debating here the validity of the reasoning that led to the local rate differential; that is entirely outside the scope of this study. We simply make the generally known and accepted observation that it is this newspaper rate differential that, originally, gave some manufacturers the bright idea of cooperative advertising—and which, today, has led large retailers in particular to all sorts of questionable procedures designed to enable them to get a 100% markup, and more, on the low net annual local linage rate they pay.

This much is certain: some part of the confusion and some of the major evils now inherent in co-op would melt away if the broad gap between the newspaper's national rate and local rate were sharply narrowed. However, it is really too late for even such a move to have *great* effect—other evasive tactics are too many. But this much is equally certain: the longer this gap continues in its existing size, the longer will the evils of co-op be continued and the more will these evils multiply.

■ All the abuses relating to newspaper advertising are equally true of local television advertising—plus. In this medium the aggressive dealer uses programming costs to his financial gain, frequently in substantial sums.

Let's assume that a local station has a half-hour time slot available, three times a week. Rate-card time charges are $600 per week. A packaged show is available for $400. Total cost for time and package, $1,000. But the station, anxious to get a sponsor, offers it to the dealer for $800. The dealer requests cooperation from the manufacturer. He states that the package totals $2,000 per week. The manufacturer goes along with it on a 50-50 basis, paying $1,000 per week, as his share. The dealer starts with a net profit of $200 per week.

But that's only the beginning. Assuming that the show provides nine commercials per week, the manufacturer will have difficulty learning whether all nine spots were in reality devoted to his product. The dealer may devote fewer than nine, selling off some of the other spots to other manufacturers. In addition, with the cooperation of the station, the nine commercials may be stretched to 12 or more, with revenue coming from all these other spots.

With these manufacturers—and they range from hard goods to soft, from food to drugs—the *more controls* put into the co-op contract the *more strain* on the company's *external* relations with the distributing trade, and the more strain on the company's *internal* relations between departments. (There is no doubt that more dissension is generated by co-op within the various departments under the "marketing department" than is caused by any other single marketing policy.)

Controls Blithely Ignored by Big Retailers

If all of this bickering occurred while the controls *really* tightened up on co-op expenditures, then the headache might be tolerated. But the unfortunate truth is that, for a manufacturer selling broadly, controls have little more than a temporary—if any—effect. In due time, they are *blithely ignored* by the giant retailers.

This is one reason an executive for Fedders Appliances reported: "Our company—and most appliance manufacturers—encourages merchandising-minded dealers in every way possible. We allow our co-op funds to be used for in-store promotions, give-away premiums, contests, free-home trials, distributor-created display materials, dealer incentives (including 5,000 overseas vacations), radio and tv barter deals and practically anything else approved by our regional and district sales managers, in addition to advertising in authorized media. In the Fedders advertising department, we have found that we cannot evaluate these dealer and distributor brainstorms nearly so well as our men in the field."

■ Surely it is clear that leaving authorization of co-op fund commitments to the field sales organization makes a shambles of any co-op contract. It is the sales department that vitiates the co-op contract by constantly fighting for "exceptions."

Yet every year a substantial number of manufacturers, including manufacturers who have gone through it time and again, revise their co-op contracts—and the revision invariably consists of still more controls. Sometimes, of course, this is done simply to satisfy certain elements of the trade who have complaints concerning the enforcement of co-op. Sometimes, it is a sop to one of the manufacturer's departments or executives; maybe it's a legal safeguard.

Added Controls Don't Work

But with mighty few exceptions, even those manufacturers with a *score or more* revisions of their co-op contracts will achieve *no more efficient* investment of their co-op funds in 1959 than they did in 1958; and the chances are they achieved no better results with their co-op funds in 1958 than they did in 1957. (As a matter of fact, with a recession holding sway in 1958, co-op controls really went by the board that year!)

Yet the faith in contractual controls persists—maybe because hope springs eternal in the human breast; maybe because the temporary gains make it worth while; maybe because human nature just can't consistently take abuses without trying to fight back—and the manufacturer offering co-op takes plenty of abuse (sometimes nothing but abuse). And, of course, the legal department must be satisified.

■ Also, manufacturers know that where there is no effort at control at all, then

the co-op budget goes for broke—*completely*. For example, in one industry a number of manufacturers called their co-op agreements "promotional" agreements; the purpose was to give the retailer greater latitude in his expenditure of the co-op allotment. The retailer liked the idea; liked it so much, in fact, that a retail ad manager in this field remarked: "I have watched retail advertising by competitors throughout the country—and where the promotional agreement came in, co-op linage went out; totally."

It is hardly necessary to point out that the promotional agreement was very loosely drawn up—as, by its very nature, it had to be. It made no provision for proof of insertion; and where there is no such provision there tends to be no insertion! (There will be fewer and fewer insertions as time marches on, anyhow —proof or no proof.)

But co-op controls, in general, bump up against the simple facts of competitive business life. If a manufacturer making advertising allowances cuts off those accounts that misuse co-op funds—how long would he remain in business, particularly since the larger the account the more will the co-op fund be misappropriated? Even *powerful* manufacturers are not too aggressive when it comes to keeping in line their *best* accounts!

▪ Take the typical omnibus ads that are so commonly run by giant retailers—with co-op money. Many co-op contracts rule out allowances for this type of ad. But the *majority* of manufacturers honor such insertions—sometimes merely insisting that no directly competitive product is to be included and, sometimes, overlooking this as well.

We can't go into details, but we can reveal that *any resemblance between the contract provisions and the ads as they appeared were, far more often than otherwise, purely accidental, coincidental, and extremely hard to come by!*

Co-op Contract Controls Futile: Manufacturer Puts Up, Shuts Up

Of course, we could not tell from this check how much of the co-op money this store was allotted actually appeared in advertising. We made no effort to check the newspapers used; the position of the space, the editions used, etc. But our check, simple as it was, was discouragingly revealing of the futility of contractual controls of co-op insofar as most manufacturers are concerned.

What was true of this department store will be even more true of most other department stores. And it will be even more true of co-op with the food chains, the drug chains, the variety chains, the discount chains, the soft goods chains, and the hard goods chains.

The manufacturer may put into legal language until the cows come home that competing merchandise must not appear on the same page, that no ad may be smaller than so-and-so many lines, that if the trademark is not used no payment will be made, that the brand logotype must be as large as the store's logotype, that the retailer is not to deduct any co-op credit until he has received an official credit memo from the manufacturer's home office, that such-and-such paper is to be used on such-and-such date—and so on and on and on.

▪ But in the end, the manufacturer both puts up and shuts up. In 95% of the cases, with those retailers accounting for the great bulk of his total volume and the even greater bulk of his co-op allowance total—the manufacturer simply has no other choice.

In a desperate effort to get around this problem, some manufacturers turn their co-op program over to their advertising agency for development—*and enforcement*. Presumably the trade can't fight with this third party.

The hell it can't!

The retailer can fight with the advertising agency just as competently as it does with the manufacturer's advertising department. This is accomplished very simply—*the trade needles the manufacturer's sales department*. That's all.

The sales department then fights with the advertising agency instead of fighting with its own advertising department. And since advertising agencies tend to be great believers in client good will, they don't like battling with the client's sales department, especially if the sales manager has a voice in the selection of an advertising agency, as he usually does!

Control Co-op? Easier to Shun It

Some manufacturers are turning to some outside services—including services that have competent local rate information. This is like putting a pebble in the path of a 50-ton bulldozer. At best it's merely a delaying action. The explanation is simple:

There is no gain in getting more information in order to control co-op. There is no gain in having somebody else run interference. So long as most competitors pay merely lip service to co-op control, a manufacturer must play it meek and humble.

In blunt truth, it is much easier to *stay away from co-op completely* than it is to have co-op *and try to control it*!

▪ At least where there is no co-op, that bale of hay is not being dangled in front of the trade's nose. But when a manufacturer dangles that bale of co-op hay in front of the dealer—and then says, "Don't touch unless and until you agree to do such-and-so, and then send us adequate proof of performance"—trade irritation can obviously be more acute than where there is no bale of hay to cause the nostrils to twitch.

So continue with co-op contracts because legally they tend to be a "must." But don't expect giant retailers to pay much attention to either the fine type or the large type.

Giant retailers don't read—co-op contracts, that is!

When it comes to enforcement of the co-op contract, with very few exceptions there must come a time when the manufacturer asks himself: "*How important is the account?*" If the account is important—and always bear in mind that the larger the retailer the more the misuse of co-op—then the time *must* come when the manufacturer's decision is: "Well, we just can't afford to get too tough."

Appeasement here, as in the relations of nations, leads to the need for *still more* appeasement. And the history of the cooperative advertising allowance has been *one long procession of appeasements*!

Sales Force Bad Policemen

We make the point a number of times in this study that the giant retailer will take over a rapidly growing slice of total retail—especially in those fields where at least 80% of the total co-op dollar goes. The giant retailer is the one who wins appeasement. And, since he will control more and more of total retail volume in more and more classifications—the future can only make co-op contractual controls *still more* subject to the erosion of appeasement.

It is also true that the more controls in the contract—the more policing time and effort on the part of the manufacturer's sales organization. Traditionally, the sales organization doesn't like to police. This is elementary. Also, traditionally, the sales organization likes to *make gifts* to the trade—not to *take privileges away* from the trade.

So the manufacturer's sales organization is involved in the extra cost of policing, and it does a mighty poor job of policing.

▪ As for the manufacturer's advertising department, the more controls, the more details for the advertising department. Some advertising departments of manu-

The Creative Man's Corner . . .

Salesmanship in Splints

This column may have wandered off, other Mondays, to sniff among the roses of copy or the lilacs of marketing concepts. Not today, though. Today it is intended mostly for art people just beginning their careers in the agency business, if they have nothing better to do. Nothing better than reading this column, that is, of course.

Some ads today look great to you beginners. Others look less than great. A lot of us would agree with you that this ad for Kellogg's Variety is less than great. Below average. In the trade we might even call it a mess—a visual porridge of leftovers.

No one can say, exactly, how it got that way. Accidents do happen in advertising, what with so many cooks stirring the pot. We can talk only about how it turned out, rediscovering a few traditional booboos you were taught to avoid in school. If some of you have the impression that bad layout is sweetened by its association with big advertisers in big magazines, here is the place to get over it. This ad proves again that national exposure merely blows a small booboo up to stellar magnitude.

Meeting this Kellogg page in the book, maybe you, too, sidestepped it like a basket of snakes. Busy white rectangles. Jazzy stripes. The Picasso-contoured Uncle Sam's hat (did they tell you in school that this is an overworked style?) fights with the *art nouveau* of the irregular background patches. In at one side peeks a meaningless bowl—too small to work, too big to stay out of the way. Down below, more white packages rattle against white, in a nervous breakdown of shapes and colors. Bobbing about in between, like the last-minute addenda in a typesetter's catalog, the headline struggles for air—its two lines so unhappily spaced that the first pulls up toward the main picture area, while the second sinks into the package melange and the squeezed little blocks of subhead and text. And if you wonder at the ugliness of the typefaces, all we can guess is that they were meant to simulate news. For a cereal, in such a context of patchy color and design, this news seems gross and inedible.

Appearing in a mass publication, this page is a costly reminder that small differences in talent-plus-training (whether in the art director himself or in the art director directed by directors) govern success or failure in the visual organization of an ad. A hair can divide the right spacing of words from the wrong one. A single element added or left out can make or break a picture. One extra atom of taste can rule the choice between a handsome, suitable type face and an alphabet soup.

It is worth your while to cultivate a feeling for what a picture will stand. Learn when to stop adding things like distortions of outline, as in this Uncle Sam's hat, or cute color breaks, as in this background. If you are asked to show a swarm of packages, go easy on the number of hands. If the ad's concept commits you to a wide range of colors, try to work them into a simple relationship.

And if you ever get asked to toss a bowl of cereal into this kind of rat's nest, get a firm grip on the lapels of the gent who sent you the requisition. Tell him the bowl won't go in and the hell with it and you are leaving it out unless something else can give. Start now to practice this technique of communication. It is practically indispensable in agency work.

Finally, try in every way you can to make the heading *talk*. Don't jam it in like an eight-second spot on the late, late show. Don't let so much air get between the lines that they pull away from each other. Space them according to your own sharp eye and the air above and below them. Leave enough room above the top line and under the bottom line to make the space between them a *part* of the heading, so both lines come off together as a single, well-framed thought.

And stick to your artistic guns. Resist those well-meaning people who keep bringing you junk to include. If you need a supporting moral, try this one for size:

Better to blow your top now than your cookies later, when the engraver's proof comes in. #

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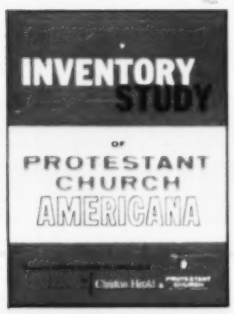

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FIRST: Protestant CHURCH BUILDINGS delivers the audience that controls the better than 5 billions spent annually by 200,000 Protestant churches for operations, maintenance and construction. Here is carefully controlled circulation of the ministers, architects, general contractors and professional laymen concerned with the building and equipment needs of this vast market of churches and church related schools and hospitals.

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SEPTEMBER ISSUE CLOSES JULY 20TH

Protestant CHURCH BUILDINGS is published in May, September, November and February. With a controlled (BPA) circulation guarantee of 200,000, it is mailed to:

196,000 ministers, 4,822 church architects, 719 directors of Christian education, 472 Audio visual dealers, 2,708 Presidents and business managers of Protestant schools, colleges and institutions and students

204,721 (BPA—Dec. '58)
1,000 General Contractors will be added, effective next issue

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facturers have a score of people and more who spend full time trying to police the trade and simultaneously hold on to trade good will—it's like trying to ride two horses galloping in opposite directions.

So controls will add to overhead, and they will probably add more dollars to overhead than competently working dollars to the co-op allowance. And if the controls turn out to be effective in policing co-op, then trade antagonism can cost the manufacturer from several dollars to $10 in lost sales for every dollar saved from misuse in the co-op allowances. You can't win!

■ Retailers don't like co-op controls. You can say that again and again. Currently, retailers are actually fighting for more "flexibility" in the co-op arrangement, and never was a word in the English language so sadly abused. Obviously, "flexibility" simply means the privilege of using the co-op allotment with a *minimum* of supervision and with a *minimum* of accounting to the manufacturer.

Moreover, the more the manufacturer tries to put controls into his co-op arrangement, the more the retailer is apt to turn around and offer the manufacturer a co-op contract drawn up by the retailer himself. There are several "model" contracts of this kind prepared for use by retailers—and the manufacturer is now finding that not only won't more and more retailers sign the manufacturer's contract, but that more *retailers* are insisting that the manufacturer sign the retailer's co-op contract. It need occasion no surprise to note that the retailer's own co-op contract gives him hell and gone in latitude, and longitude, as well.

Incidentally, *department stores* in particular are turning to their own co-op contracts.

■ A soft goods manufacturer told us: "Advertising appearing in athletic, theatrical and other programs, also school, religious, lodge, professional, political or similar publications, is not eligible for participation.

"Regardless of what printed restrictions are published or what management may do to discourage these questionable types of advertising, including athletic team uniforms, dealers still are victims of local pressure and continue to ask for exceptions."

■ Some months ago, we obtained over 100 co-op contracts that had been offered—and accepted—by a prominent southern department store. We then made a check of that store's newspaper advertising to see to what extent its advertising reflected an awareness of these co-op contract restrictions. In other words, we checked contract against insertion. We did this with the strict understanding that the project was "classified."

Now this is one of the South's finest department stores. And at least some of the manufacturers whose co-op contracts were checked against insertions were strong manufacturers.

Chapter VII
Can a Manufacturer Say 'No' to Co-op?

If the cooperative advertising allowance were offered in a competitive vacuum—if competition did not have to be considered—there is little doubt that hundreds of manufacturers would *very promptly discontinue* their advertising allowances.

This was amply proved during the World War II years of merchandise shortages. During those years manufacturers in practically every industry either discontinued co-op advertising or curtailed it; as a matter of fact, some manufacturers actually compelled their *retailers* to agree to make substantial local advertising investments before they were shipped any merchandise!

■ Moreover, when the war ended and during the process of pipeline filling, those manufacturers who had given up cooperative advertising continued to resist pressures for this allowance. It was only in succeeding years that one manufacturer after another knuckled down to competitive pressures and reinstated the advertising allowance.

Today, it is unquestionably true that, in total numbers, more manufacturers are offering cooperative advertising than ever before. However, as we have been explaining in previous chapters, it is equally true that in several major industries—notably food—there has been a positive drift away from cooperative advertising and, of course, in the automobile industry it has been dropped entirely. It is also true that more giant manufacturers are currently re-evaluating cooperative advertising than ever before.

■ Actually, there is no solid reason to conclude that this reappraisal of cooperative advertising—where it leads to decisive action—will necessarily lead the manufacturer *entirely* away from cooperative advertising. As we have said several times up to this point, the decision may be to shrivel the co-op advertising percentage, or to institute stricter controls—or to do nothing for the time being.

However, since the cooperative advertising practice is undergoing such a wide reappraisal it should be helpful, during the re-evaluation process, to understand that apparently it is possible, *even in the fields where co-op is rife*, for a manufacturer to proceed *counter* to his industry's trend and *steer completely clear* of the co-op allowance.

General Foods, Campbell, Arrow Shirts Shun Co-op

It is hugely significant, for example, to note that in the food industry, where the co-op allowance is almost universal, General Foods has not offered co-op advertising allowances for years. The only exception in the General Foods line has been the Birds Eye Division and here—as we previously reported—the co-op allowance was recently withdrawn on a part of the Birds Eye line.

When General Foods introduced its Gourmet line to department stores it was—as might be expected—pounded by department stores for advertising allowances. It has not granted allowances on its Gourmet line to department stores, and yet it has been signally successful in getting department stores to take on a new line which required considerable market testing and even to give it main floor space.

When anyone remarks that it is quite impossible to say "No" to cooperative advertising, General Foods is certainly a shining example of the fact that "it can be done," and its experience with its Gourmet line via the department store is the most powerful proof in the world that "it can be done."

■ Campbell Soup Co. does not give co-op advertising allowances. As a matter of fact, a top executive of Campbell's recently said: "We have a policy that is firmly against co-op advertising. Every dollar we might spend for co-op advertising would be a dollar taken away from establishing and maintaining our consumer franchise."

Let's go to another field—men's wear. Certainly, co-op advertising is not rare among the manufacturers of socks, and

—Joe Gallagher and Don Chuba, Creative Staff, Rossi & Co., Detroit.

"Would you believe it . . . I have a cold."

men's underwear and suits and shirts. However, the makers of Arrow shirts do pretty well without a co-op advertising allowance. As a matter of fact, Arrow shirts probably get more total retail advertising linage than all other branded shirts combined. In one year over 25,000 retail ads devoted *exclusively* to Arrow products were run and paid for entirely by retailers. These ads were run by some of the largest and best known stores in the country and by any number of small stores. *Arrow estimates that approximately 40% of its active retail accounts ran local advertising on the Arrow line at their own expense in one year.*

■ Naturally, Arrow is convinced that a well-conceived program, carefully coordinated with national advertising and thoroughly sold by its salesmen, can produce substantial support from retailers without a cooperative advertising offer.

In talking on this subject, the president of Cluett, Peabody said: "We had to determine what would be best for our dealers and therefore for ourselves, not for one or two years, but for five and ten and 15 years ahead. We decided that the best thing we could do for our dealers would be to create the greatest possible consumer preference and demand and desire for the Arrow brand name products. We then decided that the best way to achieve this was to devote our entire media appropriation to national advertising that would build the strongest possible brand preference."

■ Let's turn to still another merchandise classification, namely, women's foundation garments. Practically every one of the major brands in this field offers co-op advertising allowances and these offers tend to be decidedly liberal. In fact, it may be that co-op advertising was started by the makers of Warner Brothers corsets, some 40 or 50 years ago.

Now it so happens that there is one holdout against co-op advertising in this field—the maker of Vassarettes. This brand does not offer co-op and yet it is signally successful both in sales volume and in retail linage. Its general sales manager says: "We have concentrated on making a product nationally famous and selling it to selected dealers on a basis that gives them a better than average net markup, which allows them an ample margin for such local promotion as they see fit. Isn't a greater markup on a quality line better for one selling merchandise than a small advertising rebate on inferior, slow selling goods?"

■ The men's underwear field is overrun with co-op advertising allowances. But the makers of the famous Cooper's Jockey underwear line do not offer co-op. Yet year after year retailers buy more linage to advertise Jockey brand underwear than they do for the five leading competitors combined—and remember that Jockey does not spend one cent in co-op advertising. As a matter of fact, when you total up the five leading competitors who offer co-op and add Jockey retail linage, Jockey's percentage of retail linage for all six brands in one year amounted to a fantastic 31.4% of the total.

A top Jockey executive says: "We firmly believe that the retailer will enjoy the greatest return by advertising the top items in his store. In so doing, he is identifying his store as the primary source for top quality merchandise at fair prices. Retailers who make widespread use of co-op advertising on weak brands may find that their budgets buy more space but less business."

■ Incidentally, we mentioned earlier in this chapter that the Warner Brothers corset people may have been the originators of co-op advertising. A year or so ago Warner Brothers apparently established a commission system for its salesmen that rewarded them with relation to the amount of co-op placed by retailers in their territories. At a marketing meeting, a Warner Brothers executive was asked how that system was working out and he said: "I wish I knew why we embarked on it. I doubt whether we will continue beyond this year. We have increased our linage, but our major competitors increased their linage without the benefit of a 10% commission plan for their salesmen. We have had more headaches than we have ever known in the sales department. I have had at least 1,000 requests from our sales force in the last four months to approve a co-op advertising allowance for every darn fool thing you could name in the way of a gimmick—anything to enable the salesman to get that 10%."

■ It is interesting to note that even manufacturers who are not "giants," in that they do not do a volume running up into the hundreds of millions, can successfully say "No" to the cooperative advertising allowance request from the retailer. An example is the Buxton Co., maker of personal leather goods. Buxton does not offer a newspaper cooperative advertising allowance—and it has been an extremely successful organization with a truly extraordinary sales growth in recent years. What is more, Buxton gets more retail advertising linage by itself than do all of its competitors in total who make cooperative advertising allowances.

Every Industry Has Successful Company that Shuns Co-op

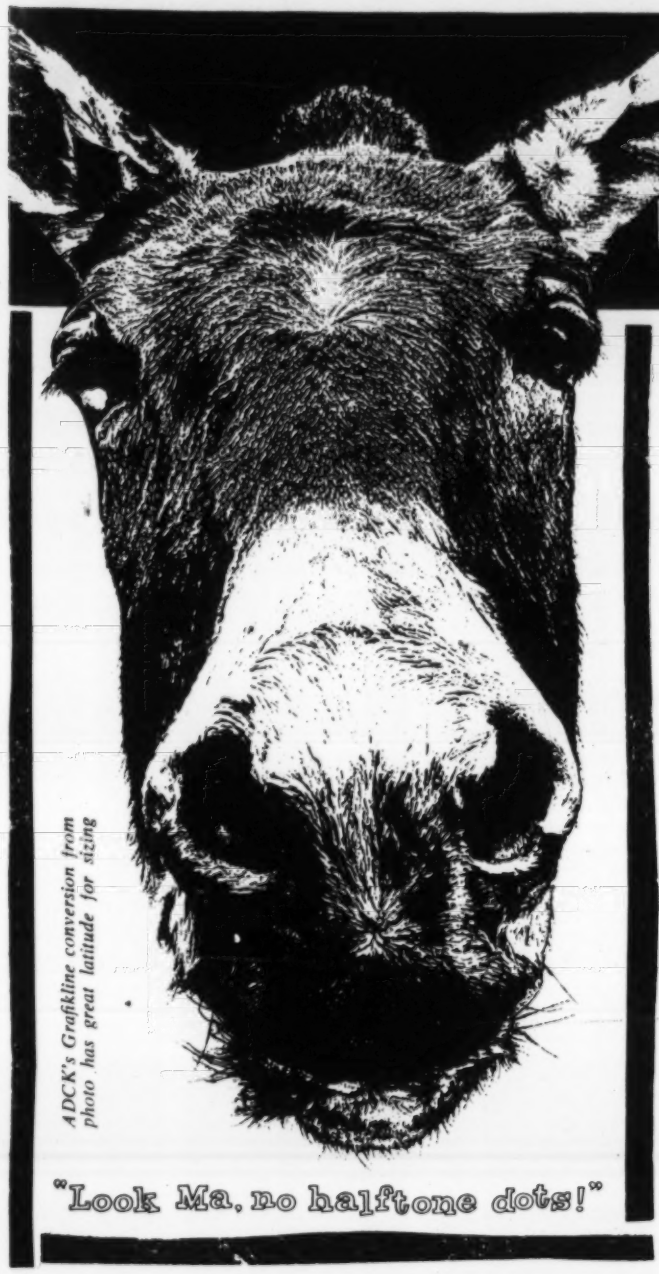
Now we do not cite these examples as proof that it is simple to throw out cooperative advertising or that it is no particular problem to cut the co-op percentage.

We cite these examples simply as proof that a number of manufacturers facing competitive offers of cooperative advertising allowances have been entirely successful in meeting competition without a co-op allowance. As a matter of fact, there is scarcely an industry in which the co-op allowance is prevalent in which at least one successful manufacturer has not successfully avoided this "give-away."

■ It should be noted that these manufacturers who have steered clear of co-op did so during years when the trend was powerful *toward* the co-op allowance. Now that there is a definite tendency to reappraise co-op and even a drift away from co-op, *the competitive ability of a manufacturer to steer clear of co-op has been considerably improved.*

Incidentally, we learn that in several industries—including food—there have been "informal discussions" among manufacturers, involving the comparing of notes, etc., with respect to cooperative advertising. These meetings have been necessarily informal because of legal restrictions. However, they are nonetheless significant because they verify the conclusion that at least under the surface there is currently going on a broad trend toward re-examination of the cooperative advertising practice. #

TRY ADCK FREE FOR THREE MONTHS



ADCK's Grafikline conversion from photo has great latitude for sizing

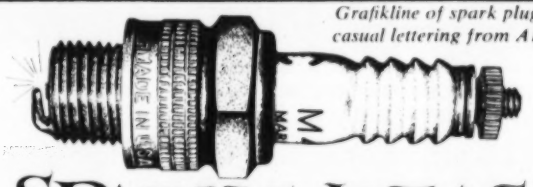
"Look Ma, no halftone dots!"

Now! Test "Art Director's Clip Kit"– Top Ready-to-Use Art Service– In Your Own Office for 90 Days

How would you like to try the world's finest ready-to-use art service right in your own office without cost for the next three months? It's easy! Simply mail the coupon below, right now—then take 90 days to decide!

So many exciting new reproduction techniques are being introduced in ART DIRECTOR'S CLIP KIT, we are obliged to make this remarkable trial offer in order to demonstrate it as quickly and as widely as possible.

Grafikline of spark plug and casual lettering from ADCK



ADCK CAN BE USED HUNDREDS OF WAYS

ADCK's smart paste-up art is great for newspaper and trade paper ads, dealer mats, house organs, booklets, brochures, circulars, silk screen displays, etc. Even your low budget memos, bulletins and flyers will take on a fresh new professional look. A "must" for owners of small offset duplicators.

EVERY ILLUSTRATION IS READY TO PASTE UP

Every art reproduction in ADCK is already broken down to simple black-and-white line to save you time and money. All halftones and paper sculptures are pre-screened in 60-line and Serpentine Line in 40-screen. Grafikline, Lettering and Two-Color Art are all in straight black-and-white line. No waiting—just paste it and print it!

For the super-critical job (where you want to add your product to the art or where you want to shoot your own halftone in very fine screen) you get airmail service on 8 x 10 continuous tone photo prints of any ADCK illustration for a small service charge.

Paper sculpture reduced from ADCK's 60 screen repro

For example, we want you to see how easily and effectively you'll create arresting advertising material with Grafikline and Serpentine Line repros, with 60-line screen proofs of exciting three-dimensional paper sculptures. We want you to actually work with pre-screened 60-line halftones of handsome tempera illustrations, fresh hand lettering and pre-registered two-color art. (All examples here—art and hand lettering—from ADCK.)

You also get the monthly "Paste Pot & Scissors" with its layout ideas, copy keys, printed samples and other hints on how to use it. Then there's the miniature index and library of back-issue art available to subscribers.

We could talk for days about the wonders of ADCK. But the proof of the pudding is in the eating, and that's why we're inviting you to try ADCK without risking a penny. We're not asking you to buy a pig in a poke. We're going to lay three complete issues on the line and ask you to decide in three months.

Here's the deal. Mail the coupon below and we'll immediately ship you the current monthly issue of ADCK in its big 8½ x 11 format. A month later you'll receive your second issue. Another month and you'll receive your third issue.

If you feel ADCK is not for you—just bundle up the art and return it without obligation. If you see it's starting to pay for itself, then honor our invoice covering those three issues ($27.75 per quarter) and continue subscribing, or notify us of your cancellation.

Mail the order form now while it's handy. You don't have to make any decision for three months!

CLIP ART USED EFFECTIVELY BY TOP-DRAWER ADVERTISERS

American Motors	General Tire and Rubber	Pan American
A T & T	Giant Food Stores	Parade
Atlantic Refining	Gillette Safety Razor	Philadelphia Electric Co.
Avon Products	Jewel Tea Co.	Philadelphia Inquirer
Billboard	KDKA-TV	Pittsburgh Sun-Telegraph
Bristol Laboratories	The Kroger Co.	RCA
British W. Indian Airways	Liggett-Rexall Drug	Reuben H. Donnelley
Brooklyn Union Gas Co.	L. A. Herald Express	St. Louis Post-Dispatch
Capitol Records Inc.	MacFadden Publications	Sears, Roebuck
Carnation Co.	Match Corporation	Shell Oil Co.
Chicago Tribune	Miami Daily News	Sinclair Refining Co.
Continental Can Co.	Minneapolis Gas Co.	Standard Oil Co.
Curtiss Candy Co.	Montgomery Ward	Sylvania Electric
Dallas Morning News	Mutual of Omaha	Underwood Corp.
Dixie Cup Co.	National Safety Council	Union Gas Co. of Canada
Florida Power Corp.	N. Y. Journal-American	United States Life
Food Fair Stores	New York Life Insurance	United-Whelan Corp.
Ford Motor Co.	New York Telephone Co.	University of Florida
General Electric Co.	New York Times	University of Georgia
General Foods Corp.	Norge	Westinghouse
General Mills, Inc.	Oldsmobile	Ziv Television

ADCK's 60-line screen repros come in three sizes

SAME FREE TRIAL ON FAMOUS "LINE ART"

If you are familiar with our two services and would prefer to test the famous "Clip Book of Line Art," you may do so on the same 90-day trial basis. However, we can accept a test on only one service—either ADCK or "Line Art," as noted on coupon.

Released monthly at only $23.85 a quarter, "Line Art" includes three complete books (Announcers, Animals, Couples, Crowds, Men, Women, etc.) each month. About 50 black-and-white line drawings in its 32 one-side 5 x 8 pages each month. If you wish to test the "Clip Book of Line Art" be sure to check it (and not ADCK) on coupon at right.

AT RIGHT, Serpentine Line (50 lines to inch) of girl and coupon border are from ADCK

MAIL THIS ORDER FORM--BUT NO MONEY!

VOLK, Pleasantville 8, New Jersey

Please enroll us as a subscriber to your ready-to-use art service, as checked below, with the understanding that we may cancel the arrangement at any time on 30 days' notice. However, as a new subscriber, we are to have 90 days in which to decide and at the end of the third month we can either pay your quarterly invoice in the amount noted below or return all art without obligation.

Check Only One Service—Only One Trial Offer To a Customer

☐ **ART DIRECTOR'S CLIP KIT @ $27.75 per Quarter**

☐ **CLIP BOOK OF LINE ART @ $23.85 per Quarter**

(Note: Either service at savings of $3 per quarter semi-annually, or $6 per quarter annually)

COMPANY _____

SIGNED BY _____

STREET _____

CITY, STATE _____

(Please Print or Write Legibly)

Tyler Picks Ten for May . . .

Search for Interest and Believability

By William D. Tyler

They will make a science of advertising the day they discover a way to reconcile the views of those who believe advertising should be written to *interest*, and those who think it should be written to be *believed*. It's hard to argue with either cult. Who can deny that too much advertising is dull and unrewarding? Who could deny that it is lacking in conviction and believability?

William D. Tyler

Yet, as the credibility factor increases, so does the pedestrianism. And the more imaginative the presentation, usually the less convincing the message. What appeals to the imagination often leaves the pocketbook nerve cool and untouched.

I hope I'm around when research works out the precise blend of factual *vs.* emotional involvement required for maximum sales effectiveness. Or, to put it another way, I should live to see the day.

Chevrolet

Chevrolet advertising is a case in point. The current magazine advertising goes all out for believability at the possible expense of reader involvement. Headlines like Charles Felt's, "More car than this is very hard to find at any price (and besides, what more car could you want?)" and, "If you can drive this car and not want it, you're a born pedestrian," are classic examples. They don't promise riotously entertaining or interesting copy, but they sound as though what follows will not be an insult to your intelligence, either. Ken Parkhurst, William Tara and Robert Hungerford were responsible for art. Campbell-Ewald is the agency.

Mennen

At the other end of the scale, consider the page for Mennen Baby Magic headed by Grey's Howard Shank, "The Birthright of Natural Skin Protection: why should it stop at birth?" I know before I start reading that this is going to be a terrible reach for my credulity, to equate placenta with the Mennen product. Yet that's what the ad asks me to do. I'm going to read it just the same, because this is a fascinating prospect. The truth, of course, is that both Chevy and Mennen have great campaigns going for them even if they're ideological opposites. How much better (or worse) one would be with some admixture of the quality of the other, is the great imponderable. Mennen campaign idea was Norma Marmoci's and layout by Harvey Cushman.

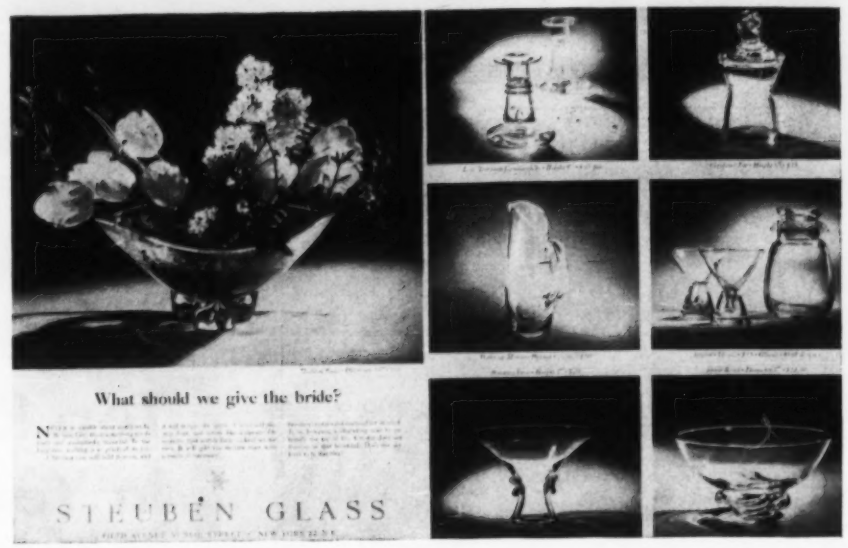
General Electric Air Conditioners

In the believability scale, it's hard to beat an authenticated case history. It is also good to know that such advertising is far from the bottom in reader interest, as well. Which is why I like, "Houston woman pays $12.97 per month for a GE Thinline to cool a 5-room house." The key words here are, "Houston, $12.97, 5-room house." Put them together and they spell news and information. Tony Cappadona's layout actually contains three case histories handled skilfully in problem-and-solution manner by Y&R copywriter Bob Higbee.

Sheraton Hotels

The most ingenious ad appeared in this, America's favorite publication. Headed by BBDO's Nelson Lofstedt, "Even John Caples Laughed," alongside the picture of a rococo piano stool, the sentence concludes, ". . . when we set down the promise he'd get a reservation confirmed at any Sheraton Hotel in just 4 seconds. 'Make it believable,' he said. 'Change it to 59 seconds!' But so help us, electronic Reservatron works faster than that." Layout by Ralph Moxcey.

A promise from Mennen to every woman about to have a baby
The Birthright of Natural Skin Protection: why should it stop at birth?
Mennen Baby Magic



Steuben Glass

Jim Grymyr says of the following piece of Lou Redmond copy for Steuben Glass: "Quite a few people think it's one of the best pieces of copy they've ever read. I'm one of them." Excerpts: "Never be sensible about newlyweds. Be *wise*. Give them something needlessly and unabashedly beautiful. In the long run, nothing is so practical as joy . . . Steuben crystal is not essential for survival. It is, however, a charming way to intensify the joy of life. Crystal does not *have* to be that beautiful. Does the sky have to be that blue?"

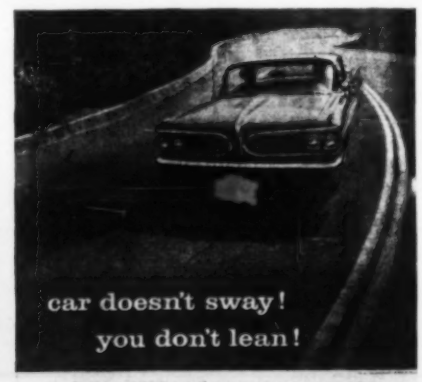
ments in execution of this venerable format, as witness the glass buried in ice here. Note the "blizzard" effect of ice frozen to the side of the glass, as though wind-blown. A real find.

Crane Bathrooms

Usually, this column is all sweetness and light, reflecting the well-known disposition of its smiling conductor. However, sometimes I deviate. Such a time occurs when I contemplate the tastefully lighted color photo of Crane Co.'s pride and joy, what the copy calls, "the bathroom closet." The headline reflects the summation of any advertiser's illusions about his product, whatever it may be: "Beautiful answer to many wishes." I would like to comment, but I haven't the heart. After all, it pleased the client, or he wouldn't have okayed it. It gave me some pleasure, and I'm sure you'll enjoy it, so who's complaining? Everybody wins.

Coca-Cola

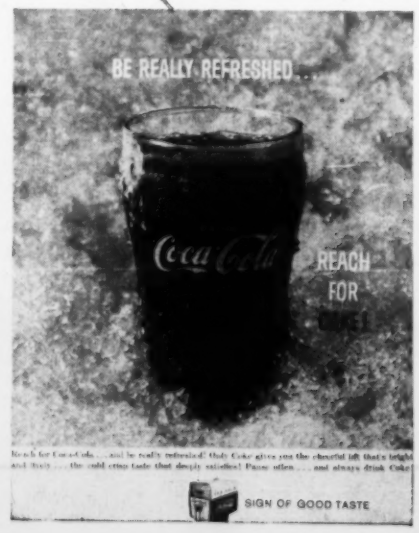
It's good to see Coca-Cola desert the *haut monde* and come down to the level of us common people with ads like the hot-weather ones now running. Down the years, the most appetizing, the most memorable Coke ads have been those which showed the product in snow banks, icebergs, and like that there. Now, the McCann-Erickson art director in charge, Frank Baker, has come up with improve-



Pontiac

An absurdly obvious ad is the one MacManus, John & Adams' Bob Marker headed, "car doesn't sway! you don't lean! Wide-Track Pontiac!" Simple, yes, but those few words, plus the picture of the car rounding a turn in Mickey Maguire's layout, tell the whole Pontiac success story. Only thing that surprises me is that it took so long to appear. But back last fall, it probably looked *too* simple, not flamboyant enough for an introduction. By hindsight, it very possibly could have been just the thing to feed the troops.

(*Continued on Page* 76)



everything's UP to date in kansas city

The Crossroads City of America, a true barometer of the national economy, is now enjoying a business upsurge far beyond the national experience

For more than a half-century, The Kansas City Star has found classified advertisements an almost infallible barometer of the economy. When want ads are up, the whole Kansas City area moves at a fast economic pace. When they're down, look out!

Right now, our classified barometer is rising spectacularly.

For the first five months of 1959, classified advertising in The Star was up 575,199 lines over the same period last year, an increase of more than 12 per cent. Numbers of individual ads are up proportionately.

A year ago "Help Wanted" was the sick category in The Star. Some of the other classifications were none too flourishing, either. Today, real estate classified ads, both residential and commercial, are up 11 per cent. Motor cars and business opportunities are registering solid gains. All through the classified page you can see and feel the pulse of good times throbbing robustly.

Advertising UP! Circulation UP!

The whole linage picture reflects business advance. In five months, The Star published 8.71% more total advertising than a year ago.

A similar expansion shows up in circulation. The Star went into June with a gain of more than 5,000 over 1958 in the evening paper. The morning edition was up 6,500 and The Sunday Star close to 8,000. This is the highest city carrier-delivered circulation in Star history. May was the ninth consecutive month of circulation increase.

Nice Weather, Thank You!

Of course, our weather is always a threat! No Midwesterner would bet on the weather! But last year ended the drought cycle. So far, 1959 looks good. Drive through our countryside. Ponds are full. Acre after acre is green with the bounty of spring. Square-rumped cattle graze belly-deep in lush pasture. There's fresh paint on the farmhouse and barn; a fresh, prosperous look to the countryside that does a city man's heart good.

For the first two months of '59, farm receipts in Missouri were up 7 per cent. In Kansas, receipts rose 35 per cent.

Last year the amazing farm comeback proved a prelude to industrial comeback. This year, things look mighty fine in town, too.

Right now unemployment stands at about 23,000 in Kansas City's 4-county area of Johnson, Wyandotte, Clay and Jackson. That's only around 5 per cent of the labor force and markedly below national figures.

Unemployment compensation claims are 50 per cent less than a year ago. The Missouri Division of Employment Security Office in Kansas City has 1,100 job openings UNFILLED, even though placements ran 75 per cent HIGHER in March and April than last year!

Employment Figures Tell the Story

As one official put it, "We're being clobbered with job orders."

Kansas City has been removed from the list of cities with a "Substantial" labor surplus. Unemployment is lowest since 1953. The jobs are here again!

With jobs come purchasing power. Kansas City people are buying. Advertising and retail sales reflect it. Department store sales in the Kansas City metropolitan area are up 12 per cent over last year. Everybody dolled up more this spring, but clothing sales are only part of the pickup. Durable goods are being bought in volume. Take motor cars. In four months of 1959, Greater Kansas City car sales were up almost 100 per cent over last year. Ford and General Motors are adding 1,800 assembly line workers. The new GM small car will be produced in Kansas City. We're already second in America in motor car assembly.

Business and Industrial Gains Are Widespread

Construction figures are soaring. In the first two months of '59, all types of building increased 30 per cent over 1958. March contracts for future construction in Missouri totaled $64,992,000, fifty-two per cent more than in March, 1958. In the Kansas City metropolitan area, housing completions are 100 per cent ahead of last year. Real estate sales are up 20 per cent. Construction, wholesale and retail trade and manufacturing alone have provided 13,600 NEW jobs since the first of the year! In the first quarter the Kansas City Power & Light Company generated 50 million more kilowatt-hours of electricity than last year. This increase goes far beyond normal year-to-year increase in power consumption.

the UPsurge story in figures

	STAR ADVERTISING LINAGE	52 CITIES (average line-age gain)
January	UP 3.84%	Loss 1.8%
February	UP 7.66%	UP 4.1%
March	UP 7.87%	UP 3.8%
April	UP 11.37%	UP 11.8%
Year to date	UP 8.71%	UP 4.7%

MR. BUSINESS MAN! MR. SPACE BUYER!

The Star provides blanket coverage of the rich, responsive Kansas City 100-mile drive-in area, where more than 350,000 families are Star subscribers. 95% HOME-DELIVERED and FAMILY-READ, The Star offers prestige entre to one of the nation's HOTTEST markets.

Get into The Star . . . get into the money!

THE KANSAS CITY STAR

Average Net Paid Circulation May, 1959, and Increase Over May, 1958

EVENING, 344,181–UP 5,646 **MORNING, 339,508–UP 6,288** **SUNDAY, 366,447–UP 7,871**

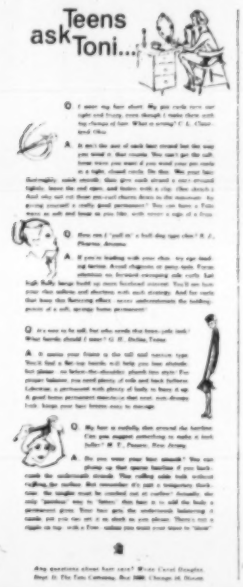
The Torsion-Aire Ride
A drive will bring out the difference great engineering makes
PLYMOUTH
DODGE · DE SOTO · CHRYSLER · IMPERIAL

Chrysler Corp.

Chrysler Corp. advertising comes into clearer focus with the new spreads that offer information about exclusive engineering features. One, headed by Don Herold and Leo Burnett's Julian Watkins, "The Torsion-Aire Ride," is informative, interesting, and almost succeeds in making me understand how it works, quite an achievement in itself. After some colorful fragmentary explanation, a subhead reads, "You don't have to understand it to enjoy it!" Jim Guarch made the layout. The ad feeds the company's reputation for engineering leadership, and that's probably the best thing advertising can do for Chrysler.

Toni Home Permanent

It is interesting to note that advertisers are still writing special campaigns for *Seventeen*, instead of just sending them standard woman's copy. Best example I noticed was for Toni, an editorial-feature campaign headed, "Teens ask Toni." Consists of questions and answers about hairdos, with Toni sell skillfully interwoven by North Advertising's



Winifred Snyder. Layout by Bob Fryml. Helps establish Toni as the home permanent to trust for first home permanents.

ting to the point where an advertiser has little program control. While many will argue that a co-sponsor has some program control, depending on his representatives and contractual rights, few will dispute the fact that it is sorely diluted control at best when two diverse advertisers share a program and cross plugs.

Of the 43% remaining, it is often the case that internecine rivalries between various divisions in a single company and multiple agencies often water down control to a point where it is fictional.

■ In other cases in single company sponsorship, there may be no contractual right to supervise or control television programs other than for company policy. In fact most producers now contract to networks and together they deny the right of program approval to advertisers because of past unfortunate experiences.

All of this adds up to the fact that there appears to be a trend toward a magazine concept in television. This is due to several basic reasons:

1. *Economic*—The high out-of-pocket costs of television have forced advertisers to buy pieces of programs instead of whole programs.

2. *Programming trends to hour shows*—Next year there will be an increase in the number of hour shows due to the high rating potential of this type of program. On the majority of these shows there will be multiple sponsors—usually a third sponsorship or an irregular pattern with cross plugs.

3. *Spreading the risk*—An advertiser can now buy multiple exposures on several shows instead of riding on only one. This way he reduces his risk of buying a clinker and can count on playing the averages.

4. *Frequency*—Most brands in television can tell their story in a minute commercial. Also these brands are frequently purchased and consumed, for the most part, and greatly benefit from a Monday, Wednesday, Friday exposure as opposed to any single day, for example.

■ The major opposition to this kind of television advertising structure has come from affiliates, which feel that minute participations in network shows constitute competition to spot announcements. ABC has convinced its stations that this represents good revenue to a station and is money that would not normally be spent on television.

NBC and CBS have various plans, which in actuality represent minute participation, though they are disguised as full sponsorships of half-hour shows every third week with cross plugs on the other two weeks. Some hope these euphemisms will give way to the facts of life in television and that discount structures will be revised to accommodate the use of horizontal frequency much as it was handled in the daytime or in Great Britain.

■ Meanwhile advertisers and agencies are fighting hard to retain editorial control in television. This corner wonders why. There is nothing wrong with an advertiser's being able to shop for participations in high rated programs without assuming the dual responsibility of good commercials and good programs. After all, the function of the advertising agency is to move merchandise and *not* to entertain the public. #

Looking at Radio and Television . . .

TV Moving Toward Magazine Concept?

By the Eye and Ear Man

There is a lot of talk going on in the agency business about the loss of editorial control of television on the part of advertisers. The advocates of the separation of tv advertising and program content see more and more participations in programs leading to a magazine concept. Those who dispute the theory point out that full ownership of a program is still fairly commonplace among large advertisers. The answer lies in between the two points of view. There is an increasing tendency to buy a piece of a program, but there are still a lot of diehards who own their own show.

In the first quarter of 1959 the Nielsen index listed approximately 125 nighttime sponsored network programs. This is how the sponsor pattern broke down, with percentages rounded out to the nearest decimal point: shows with single product, 9%; shows with one company advertising, 33%; shows with two companies advertising, 42%, and shows with multiple (more than two) companies advertising, 15%.

Most single brand sponsors are autos or beer. Most single-company sponsored shows feature multiple products; such programs are used as a carrier for unrelated brands because of the economy of the buy.

■ Two-company shows usually mean as great a diversity of products as multiple-sponsored shows because of an exchange of cross plugs.

Therefore in actual practice, about 57% of the shows can be said to be participa-

Tips for the Production Man . . .

Are Blotters Joining Bygone Ad Media?

By Kenneth B. Butler

It just occurred to me the other day, as I finished scribbling a memo with my ball-point pen, that I practically never receive an advertising blotter any more. Come to think of it, only one business man, an insurance broker, sends me blotters with regularity.

It wasn't too many years ago that so many blotters came in that the accumulation frequently had to be weeded out, only the nice ones being retained and others reluctantly discarded.

It looks as if the ball-point pen and modern accounting machines have about sounded the death knell of a once-thriving industry and a once-favorite advertising medium. Come to think of it, you never find a large desk blotter in hotel rooms any more (in fact you can scarcely find writing desk or writing materials in modern-day inns).

■ We will shed no tear for the industry, for we are sure that both paper-makers and printers are busy making other things, new things, which in turn will become staples and themselves some day probably be supplanted.

In fact, none of us needs to scratch too deeply in the garden of his memory to recall other "hot deals" of a few decades ago which enjoyed a considerable day in the sun.

One such was the advertising umbrella. It shaded the driver of drays and delivery rigs and other horse-drawn vehicles including the riding plow. The wedge-shaped sections of the umbrella fabric were in different colors, carrying advertising messages of one or more local merchants.

Then there were match holders. Every household needed at least four: kitchen, living room, bath heater, and parlor. I have one of these advertising match holders today, a most exquisite thing by and for Ceresota flour picturing the boy (with his loaf of bread) on three-legged stool.

There were ornate and glittering wall hangers with pockets for letters and bills; whisk broom holders, rug beaters, yardsticks (still around), newspaper holders and spindles.

And do you remember the sprinkling wagon on whose round-bellied sides were painted ads for local merchants?

■ All these met the needs of the times and nearly all have been supplanted. Street car cards, now bus cards, are

—Joe Gallagher and Don Chuba, Creative Staff, Rossi & Co., Detroit.

"What do doctors do . . . for pain of headache . . ."

IN MIAMI
YOU'LL SELL
MORE OF
EVERYTHING

MIAMI HERALD

ONE OF AMERICA'S GREAT CENTERS

ONE OF AMERICA'S GREAT NEWSPAPERS

...MIAMI FAMILIES BUY MORE OF EVERYTHING

MIAMI is the center of many things to many people. It is business and pleasure in the sun. It is palm-fringed tropical beaches and modern office buildings piercing the sky. It is home for a population shooting toward the million mark, with some 6,000 newcomers added every month. It is America's youngest and most vigorous metropolis . . . the open door to South Florida's $2 1/3-billion retail sales, 12th largest market in the nation.

The Miami Herald saturates, dominates, and sells at one low cost the entire Florida Gold Coast, from Ft. Pierce to Key West. It reaches more than 5 times as many Greater Miami homes as tune in on the average TV evening show.

Responsive Action has placed The Herald 2nd in the nation in Total Advertising for the second consecutive year. It belongs on your schedule!

First in Food Advertising

ONE OF AMERICA'S GREAT NEWSPAPERS

CONTACT STORY, BROOKS & FINLEY • NATIONAL REPRESENTATIVES

still around and healthy . . . but change is knocking hard on the door of public transportation and who knows that these cards may be cherished as antiques? #

Agencies Ask Us . . .

Those Hourly Charges for Agency Service

By Kenneth Groesbeck
Advertising Agency Consultant

"We have been hearing a lot lately," writes an Illinois agency, "about charging by the hour for agency service. Does this mean instead of, or in addition to, the 15% arrangement? How do you work this thing, anyhow? Has it any advantages over the commission system on which our business has grown up?"

Kenneth Groesbeck

There is no question of the fact that, with increasing costs for running an agency, the squeeze is on for the 15% commission system. More and more agencies charge fees in addition to, or instead of, commissions alone. The proper agency gross seems to be 20% or more, these days, to enable an agency to do a real job and still come out a bit ahead at the year's end.

Charges in addition to commissions are of various types. The simplest, and perhaps the most widespread, is charging for layouts and copy even on commissionable accounts. Fully half the smaller agencies do this.

Next we have the charges for printed material, such as catalogs, which require so much time for their preparation and completion that a markup on costs needs to be fully 40%, instead of the customary 17.65% we use for simple production costs. Even better than such a markup is to shift here entirely to the hourly basis of charging.

Finally we have the complicated promotional job, consisting not only of expensive-to-prepare and difficult technical trade advertising, but also elaborate point of purchase material, publicity releases, and even general public relations counsel. For such a job the agency must receive a fee, or it will find itself badly in the red at the year's end.

We see, then, that fees of some sort, *supplementary* and in addition to commissions, or *instead of* commissions, with these credited to the advertiser, are very much in order, and are being utilized by most agencies.

■ The first question which arises is, how much shall we charge? The second question is, shall we utilize this hourly charging system completely, making it entirely replace commissions?

Charges should be based on salary costs. It has been found that to multiply the total of salary costs by 2.75 will give the agency a revenue sufficient to take care of all costs including overhead, and come out with the proper profit before taxes, which profit should be one-fifth of the gross income.

Where most agencies go haywire on this system is that they do not keep accurate records of all salary costs.

Of course the fundamental requirement is that all personnel shall keep accurate time sheets. These should show not only the accounts worked on and the time used; they should show also all time used for other than direct expenses, such as that expended for new business, management, and the like. And the boss, as well as all his people, should turn in his time as everyone else does.

The way to figure the hourly cost for each individual is to divide his yearly base salary by 1,600 hours. Yes, I realize that 1,800 hours is more nearly what most of us consume per year, and that many of us work a far greater number of hours, including homework. But 1,600 hours represents the average actual time expenditure, and takes account of time lost by sickness, vacations and coffee breaks.

Overtime not paid for you simply cannot charge. You have to pre-suppose that any individual completes his stint during office hours. This is completely unrealistic, I know, but any other supposition gets you into a terrible tangle. Just forget executive homework, so far as your costs and charges are concerned. Now of course if you pay for office overtime, as may well be the case for clerical workers, then these costs must be included. Such overtime pay increases the recipient's salary, and his or her hourly rate accordingly.

■ Keeping accurate time sheets presents a difficult problem. Agency personnel, being largely enthusiastic and emotional, hates to run in financial harness. Well, tell the boys and girls that their profit sharing at the end of the year, or their bonuses, depend entirely upon the agency's knowing how much money it is making, and that it is going largely blind without their cooperation in turning in accurate records of all time expended. Don't just expect them to keep accurate time sheets because you tell them to do so. They won't.

As for question number two, shall we substitute the hourly charging system for the one based on commissions, here are the pros and cons. In favor are the facts that with the books open to the client, and all charges clearly based on demonstrable costs, there isn't much room for argument. Also, advertisers may well prefer the method, especially if they feel the commissions earned by the agency represent too large an income in relation to the services rendered.

On a simple-to-handle account, with the advertising confined to a small number of large-space advertisements in national publications, there may well be something in the advertiser's contention, and the difference of opinion as to the agency's compensation may open the door to competitive solicitations. Finally, the method definitely protects the agency against too small profits, if the time costs are properly kept.

Against the hourly charge system *in toto*, abandoning the commission system entirely and crediting these to the client, are the following considerations. Charging on this basis is complicated and requires extremely accurate records. The system is often difficult to sell to the client accustomed to the 15% system, on which, as he figures it, he gets agency service for nothing, agency earnings being supplied by media. I can't think of any other *"cons."*

I suspect that for most agencies a combination of the two methods is most practicable. Start with the commission system on all accounts where it will give you a proper profit, and supplement your commission income by markups or fee charges on all work where the costs are clearly equal to or in excess of the income.

My friend Howard Swink, of Marion, O., whose efficient operation I have commented on previously, tells his clients exactly what to expect with a sheet outlining all services, and how they are charged. Under "15%" he lists situation surveys, copy research, media research, advertising planning and budget control, publication copy, and client contact. Under "special fee" come house organs, sales manuals and catalogs, planning sales meetings, making field trips, and sales training. At "cost plus 17.65%" we find market research, photography, typography and engravings, and printing. Finally, under "hourly rates" come layouts, final art, copy for direct mail, for sales promotion and for sales literature, and publicity. Here is the combination charging system I have recommended, worked out to the last detail.

Whatever system you use, set aside your profit of one-fifth of your income, and then spend only what you have left on your agency services. Most agencies spend their money first, and then wonder where their profits went. The simple device of segregating contemplated profits as the first step in financial management may well prove to be a life saver for you.

Learning from the Retail Ads . . .

The 'Smart Early Season Fashion Ad'

Today
on
Peachtree
Your Femininity is Showing
The Sailor Returns . . . salted down with a new crisp sassiness of shape . . . yet sweetly feminine in its details. Where there's frivolity, there's but a quick touch . . . a cherry, flower or flow of chiffon. A sailor for every pretty face, whatever its contour, by America's great millinery artists from John Frederics, Archie Eason and Louis Skopp to our own Robert Curtiss in Davison's Millinery Salon, Second Floor . . . from $25 to $45.
DAVISON'S

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

In Atlanta and leafing through the paper in late January, I was stopped as almost everyone must have been, by this ad.

But then, my reactions became specialized and untypical.

Appreciating instantly the cleanliness and verve of the layout and the art (despite the impossible brows and ear-rings), I then started to read the copy with the expectation of being "let down."

This is excellent copy, doing justice to an assortment—a difficult task. And doing justice to a fine looking ad—unusual.

To my surprise the copy competently held up its end of the ad. The display lead-in is sufficiently big to serve as a heading, and it presents news. Copy reads: "salted down with a new crisp sassiness of shape . . . yet sweetly feminine in its details. Where there's frivolity, there's but a quick touch . . . a cherry, flower or flow of chiffon. A sailor for every pretty face, whatever its contour, by America's great millinery artists from John Frederics, Archie Eason and Louis Skopp to our own Robert Curtiss in Davison's Millinery Salon, Second Floor . . . from $25 to $45."

Many great stores prove they are not great advertisers by spending about $1.50 or $2 for copywriting time per $100 of space. Thus, that which finally determines what the space will be worth—the message communicated—is a sterile and bloodless word vacuum. Many ads would be worth 100% more if copy cost only 2% more of space. That is of course, *if the copy is good*, thanks to the additional expenditure for it.

Even the vertical line of script here is "just right." That is, it was not permitted to become so arty as to lose all legibility and sense. Even when a line is primarily part of the design, it can add to the message communicated if it is truly easy-to-read.

Am I a purist if I wish there were commas after "flower," "Eason," and "Skopp?" And a dash after "Curtiss"? They're called for.

If it were my personal money being spent for this advertising, I would have the store name neatly handled in the upper left-hand corner also, if the main signature is kept at the bottom. Thus, any number of skimming eyes that don't go to the bottom in large ads, would register almost subconsciously the presence in the paper of the ad sponsor whose ad is not being read. That assumes, of course, that the store name and logo, caught by the flick of the passing eye, are consistently handled, and familiar.

This advertising deserves commendation too, for the reader ad at the right-hand side. A department store is one of earth's most interesting places to women. Why shouldn't stores talk about their offerings, their people, their aspirations? Many a store could, with plenty of well-written copy, promote itself far more effectively. The copy here should, however, be broken up by paragraphs or scattered bullets, or type changes. #

FRENCH SPECTACULAR—*On the set at Cinema et Publicite, France's largest producer of advertising films, the camera photographs this dancing girls sequence from a film for Renault's new hardtop convertible, the Floride, to be introduced in the U.S. this fall. The film will be shown in European movie houses.*

Ads Jolt Europe; New Europe Jolts Ad Field

(*Continued from Page 2*)

parking meters, high-volume supermarkets, tv antennae sprouting from rooftops, instalment buying, price-cutting, multi-colored lipstick shades, chrome-plated counter-type eating places and—*everywhere*—buildings under construction.

■ The accent is on the *new*—new refrigerators (Frigidaire is a powerful brand in this market), new cigarets (filter sales are up throughout Europe), new cars (European cars sell in Europe, *too*), new detergents (Procter & Gamble is coming, but Unilever still dominates), new synthetic fabrics (in many European countries these are now commonplace) and new soft drinks (Coke and Pepsi have stimulated a flock of local brands).

Products now cross European borders much more freely than they did before. Five years ago it was rare to see an automobile in Britain that was not British-made. Today, there is a light sprinkling of Volkswagens and Dauphines on English roads—and Renault has now invaded West Germany with the Dauphines.

Air travel has become fast, dependable and commonplace. Air France and Scandinavian Airlines System have just put the French-made Caravelle jet into service on European routes. The TU-104 Russian jet now makes regular runs to London and Copenhagen. Posters at the Copenhagen airport proclaim: "Two hours to Moscow."

■ In Europe, the advertising agency business is booming. One index: Wherever you go, agencies are bursting out of cramped quarters.

In London, McCann-Erickson recently took over a new building behind Fleet St., but it now needs additional space.

In Germany, J. Walter Thompson Co. occupied its own building in Frankfurt early this year, but the staff, now pressing 250, will probably require more room before the year is out.

In Copenhagen, Harlang & Toksvig is quartered in an old lake-site building, with part ot the space leased to the Danish subsidiary of Chas. Pfizer & Co. The agency's billings passed the $3,000,000 mark last year for the first time and it wishes it could get Pfizer out of there (Pfizer is a client, however).

The stories of inadequate space are more hair-raising in Paris, where the housing conditions continue to be *wicked*. Synergie moved a staff of 90 into offices in a new building last year. Only now the staff has soared above 150 and Henri Henault has his people in three different addresses —one of them being reoccupied quarters at the old address.

■ In better shape than most, although it also is beginning to feel pinched, is Publicis, which has reconverted the Hotel Astoria in the shadow of the Arc de Triomphe into what is undoubtedly the most elegant advertising agency offices in the world. *Formidable* is the word for these plush quarters on the Champs-Elysees—something out of a Hollywood set designer's head.

A first quarter report from Erwin Wasey, Ruthrauff & Ryan's London shop testifies further to the boom. EWRR, now ensconced in its own building (Williams House) opposite Paddington Station, billed $15,600,000 in London last year. It now reports that billings in the first three months of 1959 exceeded the 1958 level by $1,000,000.

■ A London shop currently enjoying an even more spectacular growth is Dolan Ducker Whitcombe & Stewart, headed by ex-American adman, Pat Dolan. Mr. Dolan's combined advertising and public relations business in Europe billed a little above $6,000,000 last year. On May 1, he sent a memorandum to staff executives informing them, "We have doubled our business since January."

This is nice business, if you can get it—and Pat Dolan has been getting it, to the chagrin of London competitors. Into the Dolan hopper have come Trans World Airlines (all advertising outside the U.S.), two new Unilever products, two new Nestle accounts, Hambro's Bank and two ex-J. Walter Thompson accounts, Scripto pen and Vaseline liquid hair tonic. The new business binge lifts DDWS into the ranks of the top 20 agencies in Britain.

■ The Scripto and Vaseline losses notwithstanding, JWT continues to lead the pack by a wide margin in London. Figures recently reported to *World's Press News* indicate that JWT now bills $40,000,000 in London.

The pace of European advertising has been stepped up and one result is that accounts are becoming more volatile. For 60 years John Haddon & Co. has been known in Britain as the Imperial Tobacco agency, handling Player's Navy Cut cigarets and other brands. Imperial dominated the British tobacco business and Haddon's assignment was a pleasant one.

In recent years the tobacco business has been changing. Gallaher's Senior Service brand has made inroads on Player's market position and the filtertips have been moving up strongly. Imperial acted last month by moving its brands out of the Haddon shop and into two other agencies. Player's Navy Cut went to Mather & Crowther, which promptly resigned its Kensitas cigaret account for the new business. It was one of the biggest account switches in recent British advertising history.

■ Account switches of this magnitude are not as common on the Continent but conditions are changing there also. In France, the *droit de suite* is finished—advertisers changing agencies no longer have to indemnify the old agency. The concept of the full-service agency, independent of media, is gaining adherents everywhere. In France and Germany, new advertising agency associations, modeled along American and British lines, have been organized in the past few years.

One trend apparently emerging in many places is a "concentration at the top." In France, for example, the eight largest agencies now handle more than 20% of the advertising done in the country.

■ Even in Italy, where advertising conditions have been traditionally described as "chaotic," change is in the air, as advertisers and agencies are becoming more sophisticated.

The success of CPV Italiana continues to be the talk of Milan. Ray Thompson has now collected a staff of 100 in his modern Piazza degli Affair offices—an unprecedented number for an Italian agency with no brokerage business. An arm of Colman Prentis & Varley, London, CPV was originally staked in Italy by British accounts; it then expanded with Colgate-Palmolive business. Now, however, Mr. Thompson feels he has turned an important corner with the acquisition of some important Italian accounts—notably Cinzano and Galbani (Bel Paese cheese).

Perhaps it is only in the "new Europe" that the story of *Il Giorno* could be possible. An aggressive three-year-old daily paper, *Il Giorno* has broken all the rules of Italian publishing with a crusading editorial approach. *Il Giorno* claims to be in the tradition of American and British journalism. It is a bright-looking paper, with the best typography of any paper in the country.

It is sharply critical of big business and refuses to exchange editorial space for advertising in-

SELLING THE DREAM—*Harlang & Toksvig, the Ford agency in Denmark, reports it has had success with this campaign for the English Anglia—each ad in a series showing with pictures the difference a car makes in living.*

UBIQUITOUS—*An Esso station in Europe looks exactly like an Esso station in New Jersey. Italian advertising, handled by Itam, Milan, features the friendly service.*

NEW TIDE
with double-action Bluinite
AND NOW GREAT DOUBLE SAVING!
Tide
save 3d
on Bluinite Tide and save 3/6
LEANEST CLEAN and SNOWY WHITE!
That's DAZ-white...you can see the difference!
DAZ
Surf
New Surf washes shining white!
BECAUSE NEW SURF HAS DOUBLE WHITENING POWER
NEW SURF WASHES SHINING SHINING WHITE!
Someone's Mum hasn't found out...
...NEW Persil washes even whiter!

THERE'LL ALWAYS BE A SOAP MAN—*In Britain, Procter & Gamble (with Tide and Daz) and Unilever (with Surf and Persil) seem to be obsessed with the problem of whiteness. There's Daz-white . . "you can see the difference"; New Surf, "washes shining shining white"; Tide with Bluinite, "cleanest clean and snowy white," and Persil— "washes even whiter."*

ACH—*This German ad for the Linde refrigerator places the product in a mountain-cool outdoor setting studded with refrigeratable dairy foods and their sources.*

sertions. The directors of the paper proudly explain to visitors that *Il Giorno* is boycotted by big Italian industrialists such as Montecatini, Pirelli & Motta. *Il Giorno* is reportedly financed by ENI, the big state fuel monopoly, but the paper has also been critical of governmental policies—so much so that a government spokesman recently said, "Something will have to be done about *Il Giorno*." *Il Giorno*, meanwhile, continues as a healthy maverick on the Italian scene, making much of its claim that it is the "paper of youth"—more than 60% of its 240,000 circulation comes from the under-40 age group.

■ The entire character of the European advertising business appears to be undergoing a radical change.

Five years ago, there was no commercial television anywhere. Today, London Press Exchange, Britain's second largest agency, houses a tv subsidiary in a separate building and the agency handles two Beecham proprietaries which are 100% television—no other medium is used.

In Germany, where there is now a limited amount of commercial tv time available once a day, advertisers have to book space almost a year in advance—at rates which work out to the highest cost-per-1,000 of any German medium.

Five years ago, advertisers in Italy and France had only scanty information on readership of magazines and newspapers. Since then, the Italian advertisers' association has completed a study which gives precise readership figures—in many cases, it was the first time such a figure had been made available for a publication. And in France, a monumental readership study has been done, giving not only readership figures for all major papers and magazines but the precise amount of readership duplication among them.

In 1947, there were only 10 self-service stores in Britain. Today, there are more than 5,000. Germany now has 4,500 self-service stores.

■ For the first time, used cars are becoming a major sales problem. Simca recently appointed an advertising agency (Publicis) to handle a special promotion for a 300-vehicle used car lot on the outskirts of Paris.

Market research—and its controversial offspring, motivation research—are much in evidence in Europe today. An account executive in Britain, France, or Germany can tell you in a minute what share of market all the products in a field have. In Paris, Synergie took its small research department and organized it as a separate subsidiary, Synergie-ROC, at the beginning of 1958. Today, Synergie-ROC employs 50 people itself and ranks as one of the top research organizations in France.

In short, there are success stories galore today in European advertising—and the Europeans are very anxious to show visiting Americans the progress that has been made.

■ One strong feature of European advertising today—and this may be the most significant development of them all—is the youthfulness of many top executives. In many countries the advertising people coming to the top today are young people who first entered the business after World War II. One sees this group everywhere—Claude Marcus, the general manager of Publicis; Paul Vandet, who is slated to take over the Harlang & Toksvig agency in Copenhagen later this year; Ray Thompson in Milan, Tom Sutton, J. Walter Thompson's boss in Germany; Nicolas Drost, managing director of *Algemeen Handelsblad* in Amsterdam; Bjorn Peterson, creative director of the Stockholm agency, Annons-Svea; George Theopholopoulos of Alector Advertising agency, in Athens; Dr. Ivan Ruperti, of the Zurich agency bearing his name; Jean H. Giraud, of the Victor N. Cohen agency in Zurich; Dr. Rudolf Farner, also of Zurich; Cyril Chessex, of Nestle; Armand de Malherbe. of Agence Francaise de Propagande in Paris.

■ This postwar generation of European advertising leaders looks increasingly to the United States for ideas and techniques. It is a quite different group than the owners of the prewar advertising shops, many of whom are now passing from the scene. This new group is modern, quick to accept change and new ideas. They are not rutted in outmoded practices.

The boom in European advertising has created one ubiquitous problem: A shortage of trained personnel. There is now, for the first time in many years, no shortage of untrained applicants.

In Europe, advertising was not always regarded as a respectable means of employment; but today the top agencies in Paris and London now have interested applicants from the leading universities. This still leaves a big gap in the middle and upper echelons, however. Picking up a copy of *Advertiser's Weekly* in London, for example, one finds 10 solid pages of help wanted ads—for copywriters, account executives, art directors, merchandising directors, production men, media researchers—the whole gamut.

■ In one recent issue of *Advertiser's Weekly*, for example, Lambe & Robinson-Benton & Bowles took a full page to advertise for "an experienced copy group head"—someone who "will be able to write well for television and for press, but must also be a planner and a manager." The salary? £2,-000 a year (that's $5,600—quite a sizable income in Britain) . . . "More if you are really worth it."

(Milton Moskowitz recently returned from a tour of six European countries. He had spent 18 months in Europe during 1953 and 1954.)

SELLING THE BOX—*Many European families are today buying—or considering buying—their first refrigerator, and here are two brands—Frigidaire and Rex—making their pitches in Britain and Italy.*

O'Meara Named Adclub Head

William J. O'Meara, assistant director of advertising, Aetna Casualty & Surety Co., has been elected president of the Advertising Club of Hartford. Other officers are Donald R. Holland, Graceman Advertising, 1st vp; Daniel M. O'Connell, *Hartford Times*, 2nd vp; Margaret M. Farrell, G. F. Sweet & Co., treasurer; and Florence G. Farrell, Greater Hartford Chamber of Commerce, secretary.

Lavenson Adds Wagner Spices

John Wagner & Sons, Hatboro, Pa., producer of spices and herbs, has named Lavenson Bureau of Advertising, Philadelphia, its first agency.

THE JET AGE—*The French-made Caravelle jet went into service last month on European routes of Air France and Scandinavian Airlines System and both carriers are currently engaged in an unprecedented advertising campaign to introduce the new equipment.*

EUROPE ON WHEELS—*Two nationalized auto producers, France's Renault and Italy's Fiat, have stepped up their advertising programs sharply. The full-color Savignac effort for Renault makes the sales points: four cylinders, four doors, four seats,* 424,000 francs *(about* $865*). The ad for the Fiat* 1800 *is something new. Formerly inactive as an advertiser (since it is the only important car producer in the country), Fiat has begun to advertise in anticipation of European Common Market conditions, when producers from other countries will be able to market their cars in Italy without any duty.*

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Here's How Agency Is Protected on That Editorial-Advertising 'Makeup Mayhem'

To the Editor: We noted Andy Armstrong's comments on the Auto-Lite use of what he calls "odd ball" horizontal half-page space (AA, June 8). Our client's advertisement on the Auto-Lite spark plug with power tip did get topped a bit by *Life's* giant family-size photo of the submerged car body, occupants *et al*. However, we did anticipate an occasional conflict and were fully protected.

How? A clause in our space contract with *Life*—and other publishers—requires them to submit a layout not only of the page on which the ad is scheduled to appear, but also of the facing page. We are then permitted to cancel without penalty if the makeup does not meet with our approval. In this instance, *Life* submitted stats of the pages containing what was supposedly the final picture of the car "escape" story. In this photo the mockup car body was indeed under water but had caught fire. The occupants were unable to get the door open and the dramatic photograph was a modern-day "Lady or the Tiger" that left the reader in gripping suspense as to whether the victims drowned or were burned to death. The simulated car body blazing under water seemed to us a natural tie-in with the headline of the advertisement, "Auto-Lite Power Tip 'fires up' your engine at all speeds!"

However, before the magazine was locked up, one more try was made with a new set of models. This time the underwater escape was successful, requiring a continuation of the picture series beyond our page. Damned inconsiderate of *Life*—also of the models.

Even with that, our client wasn't hurt as badly as it might appear. Another clause—even finer print—in our contract with *Life* saved the day. It states that when we run a series of advertisements of the same format and carrying the same head, the highest readership rating attained by any one of the ads becomes par for the series. In other words, it proves what the ad can do given the proper positioning, editorial support, weather conditions, etc., etc. That ad is paid for at the normal, published space rate. For all others in the series—barring unfortunate ties—we are billed a proportionate part of the space rate in direct ratio to the readership attained. So, if the recent ad suffers by its questionable positioning, it is *Life*, not our client or us, who is the loser. In case you question our mathematics, concluding that we, the agency, actually lost because of the lesser billing—never fear. The client always splits the savings in space cost with us.

Undoubtedly, Andy has always engineered similar contracts to insure his clients against makeup mayhem and resultant readership losses. He hasn't? Really, old boy, who's gullible now!

My tongue is getting cramped—gotta try the other cheek.

Joseph O. Wilson,
Vice-President, Grant Advertising, Detroit.

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'When's' Here, but 'Who, Where, What'?

To the Editor: Just received this card in today's mail. In the best interests of all the other advertising agencies who must have received this, would you please publicize this so that we may find out from whom it came? We realize that you can't publish it in time, but we're sure this shy publication will grant us a deadline extension.

. . . In Getting Your Ad Copy To Us
For The Big

SUMMER SPECIAL

DATED JUNE 22

THIS IS LAST CALL

If you have not already sent in copy instructions for this timely, result-producing Special Issue: DO SO RIGHT NOW! Or, wire or phone us to repeat a previous ad for you.

DEADLINE WEDNESDAY, JUNE 17

Max Sinowitz,
President, Chelsea Advertising Inc., New York.

'Butter or Margarine,' Food Editors Say, Mr. Altman

To the Editor: Let reader Ronai (AA, Voice, June 8) strengthen his stomach muscles . . . the Hotel Bar butter budget for anti-oleo advertising has just been doubled!

Butter, not oleo, is the injured party, after five solid years of battering by oleo interests as the "high-priced spread" and "cholesterol-rich" mis-labeling.

For Mr. Ronai's information, a pound of oleo contains about 10¢ worth of soybean and cottonseed oils; a pound of butter is made from 11 quarts of pure milk. It's high time someone made Mrs. America feel a little guilty about substituting oleo for butter for the magnificent weekly saving of about 30¢.

As to big bad *TV Guide* accepting the "mean" Hotel Bar butter ads . . . *TV Guide* is in excellent company; four major New York dailies plus the Westchester chain and *Newark News* are running the series too.

If Mr. Ronai is a business student, as his address might indicate, he may as well learn that all advertising campaigns are not sweetness and light . . . that sometimes "gutsy" advertising pays off by bringing sales.

S. I. Altman,
Space Advertising Vice-President, Bosh Stack Associates, New York.

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The Show Sold Shirts

To the Editor: Page 1 of your June 1 issue carries an article headed "Manhattan Shirt Shifts Account to Daniel & Charles."

The pertinent, factual information contained in that article was based upon our telephone conversation. However, there is much in that article which is attributed to "observers" or, as you put it, is based upon "speculations."

Unfortunately, the implications of those "unofficial" statements and speculations—and the inferences that can be drawn as a result—are not only deleterious in their effect upon our company, but also highly unfair to the people mentioned. I believe, for the sake of the record, the following points should be clarified and the record set straight:

1. The statement: "Trade observers add that the switch also may be a case of a client plunging too heavily into network tv. Company sales are good, but the company reportedly over-reached itself in its sponsorship of Sammy Kaye's 'Music from Manhattan' (ABC-TV) last fall and this spring. 'The show just didn't sell that many shirts,' one adman observed."

The facts: Manhattan expenditure on tv was what we had anticipated and budgeted. Further, our records indicate that the show not only sold shirts, but in thousands of fine stores throughout the country as a result of our programming, we outsold competitors' merchandise priced below Manhattan.

2. The statement: "But the company continued to sponsor the show this spring because it felt that if it didn't, another shirt company would, and reap what Manhattan had started, according to trade speculation."

The facts: Manhattan continued to sponsor "Music from Manhattan" because it represented a suitable, satisfactory vehicle for selling our Mansmooth No-Iron cotton shirts. Competitive sponsorship for spring did not concern us in any way since we had long before committed ourselves for this show. Moreover, we were convinced that our merchandise, and its demonstrable qualities and product advantages, required this kind of network programming. If we could turn back the clock to the moment of decision, we would do exactly what we had done and for the same above reasons.

3. The statement: "John Weiler, a descendant of Manhattan's founder, resigned as advertising vp and as chief proponent of the expensive advertising which the company is now bringing to a halt."

The facts: Mr. Weiler's resignation is in no way related to the advertising program upon which we embarked last fall. The implication is all the more unfair to Mr. Weiler in view of the fact that our plans for next year are even greater in many areas of advertising and promotion than they were last fall. To associate his resignation with the size of our advertising budget does Mr. Weiler a great disservice and has absolutely no basis in fact.

I believe that this clarification of what amounts to "rumors, hearsay and pure speculation" should be reprinted in your next issue in order that your readers might more properly evaluate the information previously printed. More importantly, I believe you owe it to the various people and organizations mentioned to present *the facts* and set the record straight.

Bob Leeds,
Vice-President—marketing, The Manhattan Shirt Co., New York.

AA is happy to publish Mr. Leeds' clarification, but would like to add that the "unofficial" statements made in its story of the Manhattan account shift were based on conversations with sources at the company and elsewhere.

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'Let Retailers Answer Weiss on Co-op'

To the Editor: This is in reference to your feature section article on cooperative advertising by E. B. Weiss (AA, June 8).

The writer of this article breathes the secret opinion of most advertising agency men that this modern day local level, retail advertising adjunct to national advertising is taking the play away from his high and mighty attitude toward a process of modern merchandising he hasn't been able to cope with.

When a Los Angeles housewife notes that her neighborhood druggist advertises and recommends certain products, or a highly regarded department store features a certain item, she believes in the integrity of the local merchant whom she knows, far more than the blatant claims she views daily on television.

This is only half the function of co-op, since the manufacturer, in issuing his co-op advertising *and* promotion agreement, invariably stipulates that not only ample stock be in inventory, but that the retailer prominently display the merchandise, both in store and in his display windows (see agreement card enclosed).

In short, the manufacturer's cooperative contract with the retailer gives him a hell of a public relations job—advertising at retail rates—prominent indoor and window display—and the necessary clincher at point of sale for his national advertising to lean on. The writer's opinion is that loads of national advertising needs something to lean on.

My suggestion is that you let the retailers answer Mr. Weiss in your columns.

I, the undersigned retailer, do hereby authorize the Southern California Pharmaceutical Association as my agent to sign on my behalf a Cooperative Advertising agreement with PHARMACEUTICALS, INC. I agree that I shall be bound by the provisions of any said contract, and that all payments due and payable by PHARMACEUTICALS, INC., pursuant to said agreement shall be made by PHARMACEUTICALS, INC., to my said agent.

I do further agree to tie-in and support advertising with permanent displays in quantities as specified by PHARMACEUTICALS, INC., as well as window displays which will be scheduled four times during the year for two-week periods.

This authorization shall remain in effect until written notice of my revocation thereof is given by me to PHARMACEUTICALS, INC.

STORE OR TRADE NAME_____

RETAILER'S SIGNATURE_____

DATE_____ ADDRESS_____

Lou Sterling,
Advertising Division, Southern California Pharmaceutical Assn., Los Angeles.

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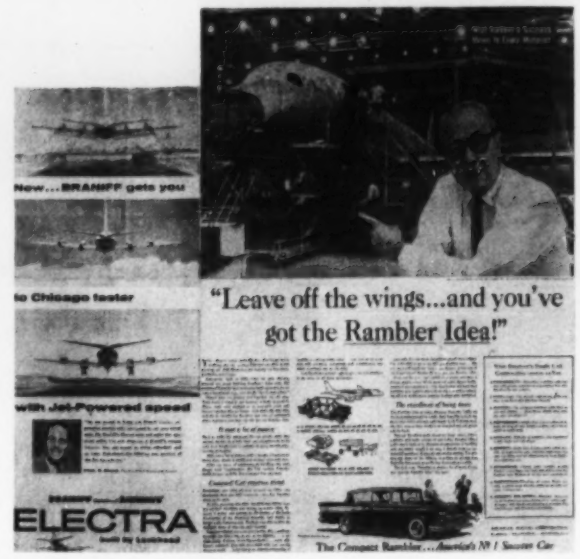
More Space for Copy

To the Editor: Perhaps Jack Schuller of Campbell-Ewald would do well to follow his own advice. As a contributor to your "Drawthinks" column of June 8, Mr. Schuller lists the "Three Steps to Easy Copy Casting"—but he's apparently forgotten to allow himself enough space for his type-setting illustration. I doubt if anyone but a magician could put six lines of 10-point type within copy block "A"—as Mr. Schuller suggests in his example. Fact is, only four lines of 10-point copy will fit, not six.

It might be that Mr. Schuller forgot to measure his copy—forcing his illustrations to be smaller than originally intended. For shame.

James A. Lundergan,
Foote, Cone & Belding, Chicago.

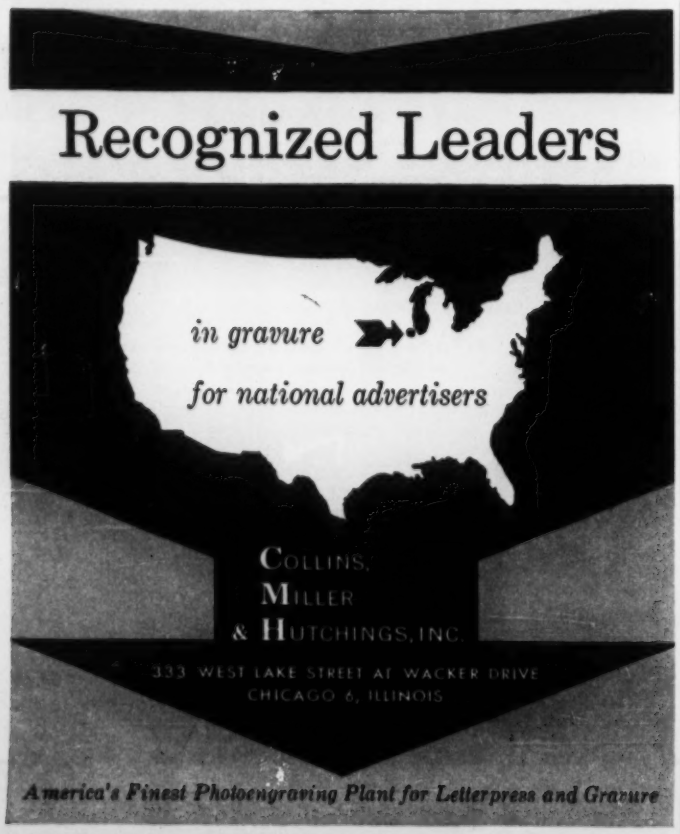

Now...BRANIFF gets you
to Chicago faster
with Jet-Powered speed
ELECTRA
"Leave off the wings...and you've got the Rambler Idea!"
The Compact Rambler...America's № 1 Success Car

No Wings—Get the Idea?

To the Editor: The juxtaposition of the Braniff and Rambler ads in the *Houston Post* should be good for a few thousand laughs among your readers.

At least it made me chuckle.

Harry A. Dollahite,
Houston, Tex.


Recognized Leaders
in gravure
for national advertisers
COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET AT WACKER DRIVE
CHICAGO 6, ILLINOIS
America's Finest Photoengraving Plant for Letterpress and Gravure

"Western Union **Telegram-Plus Service** opened everyone's eyes to my sample and my selling message."

Promote your promotion to the fullest! Western Union Telegram-Plus Service will deliver an attention-getting telegram together with your product sample, booklet, printed material, anything . . . to everyone on your list. A two-pronged attack! Simply supply the message, list, and material . . . Western Union will do the rest.

WIRE US COLLECT for complete details. Address: Western Union, Special Services Division, Dept. A-4, New York, N. Y.

'58 Per Car Ad Cost Hits New High of $34.52

(Continued from Page 1)

bler, with a per car expenditure of $26.17.

Ford Motor Co.'s Edsel and Lincoln incurred the highest per-car ad cost with $195.20 for the Edsel and $134.42 for the Lincoln. A decrease in spending for the Edsel and Lincoln can be seen from the 1957 average of $271.54 for the Edsel and $139.71 for the Lincoln.

■ Disappearing from the 1958 auto scene are American Motor's Nash and Hudson. Nash cars had been in production for 41 years and Hudson cars for 49 years. The Studebaker-Packard Corp. has also dropped Packard.

So far as measured media use is concerned, U. S. car makers spent the bulk of their advertising in newspapers, with a total of $66,382,198. This is down from the 1957 total of $101,240,261.

The breakdown of spending in measured media in the 18 cars is as follows:

Newspapers	$ 66,508,398
Network television	36,463,874
General and farm publications	29,347,597
Outdoor	12,985,658
Spot television	2,513,880
Total measured	$147,819,407

■ Taking the industry company by company, here is how sales and ad costs for the cars listed in this study broke down.

[Editor's Note: Measured ad expenditures shown here for the auto companies are considerably out of line with those shown in AA's compilation of the 100 leading advertisers in the June 8 issue. The earlier compilation, of course, covers advertising for accessories, trucks, imports and institutional advertising as well as passenger cars, making these figures higher than those shown here.]:

General Motors Corp. was again out in front with car sales, totaling 2,156,073. Sales showed a decrease of 19.7% from 1957 sales which totaled 2,683,365. Ad expenditures of $63,799,468 as compared to $72,013,355 in 1957 also showed a decrease of 11.4%. However, average cost per car of $29.90 showed an increase over last year's average of $26.84.

Ford Motor Co. held its second-place position in 1958 with 1,229,299 cars sold—a decrease, however, of 32.4% from 1,818,169 cars sold in 1957. Ad expenditures decreased 9.4% to $44,042,662 for 1958 from $48,628,017. Cost per car increased, with the 1958 average totaling $35.82, compared to the $27.88 spent in 1957.

Chrysler Corp. showed a 40.9% decrease in car sales with a drop to 647,447 in 1958 from 1,096,359 in 1957. Ad expenditures also showed a decrease of 31.3% to $32,926,609 from $47,903,000 in 1957. Cost per car, however, increased, with an average expenditure in 1958 of $50.56, compared to $43.69 the previous year.

American Motors Corp. showed a 16.9% increase in car sales, boosting it to 198,423 in 1958 from 117,330 in 1957. Ad costs also showed an increase of 18.5% to $4,920,403 in 1958 over $4,150,901 the previous year. Ad cost per car went down to $24.98 from $35.38.

Studebaker-Packard Corp. was down 25.7% in car sales and 55.3% in ad expenditures. The 1958 total of cars sold was 50,312 as compared to 67,754 the year before. Ad expenditures in measured media were down to $2,130,265 in 1958 from the $4,766,310 in 1957.

■ The major auto companies, their total auto sales in 1958 and percentage of total are shown below:

General Motors	2,156,073	50%
Ford Motor	1,229,299	29%
Chrysler	647,447	15%
American Motors	198,423	5%
Studebaker-Packard	50,312	1%
Total	4,281,554	100%

The major auto companies, their measured media expenditures and percentages of total are listed below:

General Motors	$ 63,799,468	43%
Ford Motor	44,042,662	30%
Chrysler	32,926,609	22%
American Motors	4,920,403	3%
Studebaker-Packard	2,130,265	2%
Total	$147,819,407	100%

■ A table showing cars sold, measured ad investment and ad cost per car for each car, ranked in terms of cars sold, adjoins this story. Figures for comparisons back to 1950 are included.

New car registrations, according to *Automotive News Almanac*, with "miscellaneous" makes included, were down to 4,650,313 in 1958 from 5,982,342 in 1957. However, sales of miscellaneous makes in 1958 showed an increase to 368,759 over the previous year's total

Per-Car Costs of Automobile Advertising

Copyright 1959 by Advertising Publications Inc.

Sales of leading makes of automobiles related to the amount invested for each in magazines, newspapers (including Sunday sections), network radio (up to the first seven months in '55 only), network television, spot television, farm magazines and outdoor (beginning in '55 only) during the past nine years. Expenditures for dealer co-op ads, spot radio, etc., are not included.

	1958	1957	1956	1955	1954	1953	1952	1951	1950
CHEVROLET (GM)									
Cars sold	1,233,477	1,456,288	1,565,399	1,640,681	1,417,453	1,342,480	852,542	1,067,042	1,420,399
Ad investment	$29,490,706	$27,839,049	$30,375,565	$32,111,798	$15,376,568	$10,661,320	$ 5,705,310	$ 5,819,786	$ 8,693,111
Ad cost per car	$23.90	$19.12	$19.40	$19.57	$10.85	$7.94	$6.69	$5.45	$6.12
FORD									
Cars sold	1,028,160	1,493,617	1,375,343	1,573,276	1,400,440	1,116,267	732,481	862,309	1,166,118
Ad investment	$23,541,782	$24,224,860	$29,734,767	$29,339,591	$15,281,987	$10,319,786	$ 6,993,760	$ 6,422,364	$ 9,415,551
Ad cost per car	$22.90	$16.22	$21.62	$18.65	$10.91	$9.24	$9.55	$7.45	$8.07
PLYMOUTH (Chrysler)									
Cars sold	390,774	595,503	483,756	647,352	381,078	600,447	433,134	542,649	547,367
Ad investment	$11,963,604	$16,606,662	$12,415,895	$13,804,850	$ 5,945,667	$ 5,089,357	$ 3,316,481	$ 4,390,353	$ 4,320,558
Ad cost per car	$30.61	$27.89	$25.66	$21.33	$15.64	$8.48	$7.66	$8.09	$7.89
OLDSMOBILE (GM)									
Cars sold	306,473	371,596	437,896	589,515	407,150	305,593	218,189	273,472	372,519
Ad investment	$11,353,459	$12,890,157	$15,134,157	$12,098,426	$ 7,725,352	$ 6,217,106	$ 3,961,264	$ 4,549,299	$ 4,621,253
Ad cost per car	$37.04	$34.69	$34.56	$20.52	$18.97	$20.34	$18.16	$16.64	$12.41
BUICK (GM)									
Cars sold	263,871	394,553	529,371	737,879	513,497	454,320	310,806	392,285	535,807
Ad investment	$ 9,963,385	$14,008,943	$18,410,623	$19,728,597	$12,179,340	$10,580,921	$ 7,404,122	$10,256,584	$ 9,887,906
Ad cost per car	$37.76	$35.51	$34.78	$26.74	$23.72	$23.29	$23.82	$26.15	$18.45
PONTIAC (GM)									
Cars sold	229,707	319,719	358,668	530,007	358,167	385,692	266,351	337,821	440,528
Ad investment	$ 7,055,189	$10,361,734	$11,429,340	$11,832,100	$ 7,681,443	$ 5,999,081	$ 3,161,835	$ 3,510,572	$ 4,174,114
Ad cost per car	$30.72	$32.41	$31.86	$22.32	$21.45	$15.55	$11.87	$10.39	$9.48
RAMBLER (Amer. Motors)									
Cars sold	186,180	103,260	———	———	———	———	———	———	———
Ad investment	$ 4,872,862	$ 2,507,444	———	———	———	———	———	———	———
Ad cost per car	$26.17	$24.28	———	———	———	———	———	———	———
MERCURY (Ford)									
Cars sold	136,121	260,573	274,603	371,837	269,926	287,717	185,883	233,339	318,217
Ad investment	$ 9,422,047	$11,947,706	$10,253,462	$12,640,634	$ 6,656,950	$ 7,994,715	$ 5,023,731	$ 4,777,885	$ 5,605,011
Ad cost per car	$69.21	$45.85	$37.34	$34.00	$24.66	$27.79	$27.03	$20.48	$17.61
DODGE (Chrysler)									
Cars sold	135,481	257,488	220,208	284,323	154,789	288,812	246,464	298,603	300,104
Ad investment	$ 9,792,589	$13,505,975	$12,494,568	$13,667,639	$ 6,725,601	$ 6,230,060	$ 5,360,043	$ 5,055,922	$ 4,561,511
Ad cost per car	$72.28	$52.45	$56.74	$48.07	$43.45	$21.57	$21.75	$16.93	$15.20
CADILLAC (GM)									
Cars sold	122,545	141,209	132,952	141,038	110,328	98,612	87,806	97,093	101,825
Ad investment	$ 5,936,729	$ 6,913,472	$ 6,807,167	$ 5,827,202	$ 3,954,514	$ 3,420,435	$ 3,672,920	$ 2,396,919	$ 2,868,139
Ad cost per car	$48.44	$48.96	$51.20	$41.32	$35.84	$34.69	$41.83	$24.69	$28.17
CHRYSLER									
Cars sold	58,532	106,436	106,853	156,458	101,741	153,756	113,392	149,435	151,300
Ad investment	$ 4,745,681	$11,570,082	$11,010,774	$13,416,150	$ 6,471,872	$ 5,433,074	$ 3,389,231	$ 3,868,512	$ 2,816,673
Ad cost per car	$81.07	$108.70	$103.04	$85.75	$63.61	$35.34	$34.12	$22.68	$18.62
DE SOTO (Chrysler)									
Cars sold	47,859	103,915	100,766	118,062	76,739	122,342	91,677	112,643	115,023
Ad investment	$ 4,448,923	$ 4,266,534	$ 6,621,212	$ 6,696,125	$ 4,501,419	$ 4,110,102	$ 3,224,172	$ 3,931,809	$ 2,459,168
Ad cost per car	$92.96	$41.06	$65.71	$56.72	$58.66	$33.60	$35.17	$34.91	$21.38
STUDEBAKER (Stud.-Pack.)									
Cars sold	47,732	62,565	76,402	95,761	95,914	161,257	157,902	205,514	268,229
Ad investment	$ 1,902,951	$ 3,855,544	$ 6,129,322	$ 4,804,579	$ 3,751,632	$ 3,913,178	$ 2,660,603	$ 3,273,884	$ 3,577,067
Ad cost per car	$39.86	$61.62	$80.22	$50.17	$39.11	$24.27	$16.85	$15.93	$13.34
EDSEL (Ford)									
Cars sold	38,481	26,681	———	———	———	———	———	———	———
Ad investment	$ 7,511,621	$ 7,244,866	———	———	———	———	———	———	———
Ad cost per car	$195.20	$271.54	———	———	———	———	———	———	———
LINCOLN (Ford)*									
Cars sold	26,537	34,808	42,598	35,017	36,251	39,169	29,110	25,816	34,318
Ad investment	$ 3,567,212	$ 4,862,872	$ 6,127,609	$ 5,234,224	$ 4,327,863	$ 4,049,469	$ 3,147,147	$ 1,823,434	$ 1,960,798
Ad cost per car	$134.42	$139.71	$143.85	$149.48	$119.39	$103.38	$108.11	$70.63	$57.14
IMPERIAL (Chrysler)									
Cars sold	14,801	33,017	10,460	———	———	———	———	———	———
Ad investment	$ 1,975,812	$ 1,953,754	$ 1,501,733	———	———	———	———	———	———
Ad cost per car	$133.50	$59.17	$143.57	———	———	———	———	———	———
METROPOLITAN (Amer. Motors)									
Cars sold	12,243	———	———	———	———	———	———	———	———
Ad investment	$ 47,541	———	———	———	———	———	———	———	———
Ad cost per car	$3.87	———	———	———	———	———	———	———	———
PACKARD (Stud.-Pack.)									
Cars sold	2,580	5,189	28,396	52,103	38,396	71,079	66,346	66,999	73,155
Ad investment	$ 227,314	$ 910,766	$ 3,771,981	$ 5,135,374	$ 2,672,156	$ 4,166,659	$ 3,617,417	$ 3,106,335	$ 2,078,668
Ad cost per car	$88.10	$175.52	$132.83	$98.56	$69.59	$58.62	$54.52	$46.36	$28.41

*Lincoln absorbed the Continental, previously sold as a separate car, as a model in the 1958 auto year.

Figures are based on (1) Automotive News 1959 Almanac car registration statistics, (2) Bureau of Advertising tabulations of advertising expenditures in newspapers and Sunday supplements, (3) Publishers Information Bureau data on ad expenditures in magazines, network tv, and farm magazines, (4) Outdoor Advertising Inc. figures on advertising on outdoor boards and posters and (5) Television Bureau of Advertising figures based on N. C. Rorabaugh data.

Drawing by Frueh ©1958, The New Yorker Magazine, Inc.

Thanks, New Yorker, for helping us make our point:

America's leadership depends on first-rate schools

The cartoon is from *The New Yorker*, the slogan is ours. If you laugh at the one, you will understand the other. We welcome the addition of every voice, whether in humor or high seriousness, that calls attention to the crisis in our nation's schools.

The Advertising Council and the National Citizens' Council for Better Schools launched a campaign to increase public interest in our nation's schools in 1947; the Russians launched Sputnik 10 years later, in 1957.

Today, we can report that the number of Citizens' Committees on education have increased from the original 17 committees to over 18,000. Membership in the Parent-Teachers Association has grown to an all-time high of more than 11 million. Citizen concern about our schools and what they should teach is at a new high.

Proud of advertising? You should be. It helps develop America's greatest natural resource – 33.5 million school children.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

BUY GOODWILL? NO—BUT YOU CAN *EARN* IT!

by
Archie S. Grinalds, Jr.
Sales Manager,
WDIA

True—"Goodwill" is an intangible. You can't see it or hold it in your hand. You can't buy it—it's priceless. You can only *earn* Goodwill, step by step.

That's why we at WDIA-Memphis are so proud of the fact that we've become known far and wide to our listeners as the station with 50,000 watts of "Goodwill." And *that's* why WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN MEMPHIS, AMERICA'S 10th LARGEST WHOLESALE MARKET!

THEY LISTEN—AND BUY!

40% of Memphis is Negro, and you just can't sell it without WDIA—America's only 50,000 watt Negro Radio Station . . . first radio station in the nation to program exclusively to Negroes.

WDIA commands the Memphis Negro's loyal listenership through exclusive Negro programming, hard-hitting salesmanship, *plus* that priceless intangible—GOODWILL! In fact, by active public service and civic leadership, WDIA has become a vital part of our listeners' very lives!

BIG BUYING MARKET!

WDIA'S powerful 50,000 watt coverage now reaches one-and-a-quarter million Negroes—the biggest market of its kind in the entire country!

And WDIA not only reaches—it sells—this big Negro market, as no other medium can! Television ownership is low. Low Negro newspaper and magazine readership mean you just can't reach the Negro with these media! And, because he listens first and foremost to WDIA, you can't sell the Memphis Negro with any other radio station!

A powerful advertising force, yes, but does it *pay off*—in profitable sales? Indeed it does! Negroes buy impressively large quantities of the food and drug commodities sold in Memphis. Last year, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 52.7% of the face powder . . . 47.8% of the household waxes and polishes . . . 41.6% of the bread! And before they buy, these Negroes listen—to WDIA!

Take it from our local and national advertisers—WDIA is a powerful force when it comes to selling this vital 40% of the Memphis market! In the past 10 years, these sales-wise advertisers have invested $4,396,854.81 on WDIA—$2,172,827.84 nationally, and $2,224,026.97 locally, to be exact!

Today, WDIA still has more local and national advertisers than any other station in Memphis! The list includes: WONDER BREAD . . . PROCTER & GAMBLE . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . TETLEY TEA . . . NATIONAL BISCUIT COMPANY . . . ESSO . . . RALSTON CEREALS.

It's as simple as this: IN MEMPHIS, IT TAKES WDIA TO SELL THE NEGRO BUYER! And if you miss the Negro Market, you're missing 40% of Memphis!

That's why, no matter what your advertising budget for the Memphis market . . . no matter what other media you're using . . . a big part of every advertising dollar *must* go to WDIA!

Why not let us show you how WDIA can be a powerful advertising force for you . . . in this big buying market! Drop us a line today . . . we'll send you proof of performance in your own field!

Top Rated by All Audience Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, President
BERT FERGUSON, Exec. Vice-President

of 199,365. For the purposes of this computation, however, the "miscellaneous" cars are excluded.

■ These advertising figures should be taken as an indication only. Computations were made from available measured advertising figures. These include factory-placed advertising in newspapers, magazines, network and spot television and outdoor. Network radio has not been measured since the first seven months of 1955, thus throwing off the comparative figures for subsequent years. Spot tv has been measured only since the fourth quarter of 1955 and is included in this computation for the second time. It was first computed in the 1957 figures.

Furthermore, measured media figures in themselves are not strictly representative, since they are based on gross rates only and also exclude production and talent costs.

■ Readers are also warned that these figures are not to be taken as definitive, since arbitrary splits—when two or more cars are covered by one total measured expenditure—have been made on an even basis. And, omitted from the calculations have been measured media figures attributed to institutional advertising.

Also omitted from these calculations are direct mail and point of sale, dealer helps and company-published magazines, dealer-placed advertising, and so forth—on which considerable sums are spent.

All advertising statistics reported here were compiled and published by Leading National Advertisers Inc.; Publishers Information Bureau; Bureau of Advertising, American Newspaper Publishers Assn.; Outdoor Advertising Inc., and the Television Bureau of Advertising from N. C. Rorabaugh data. #

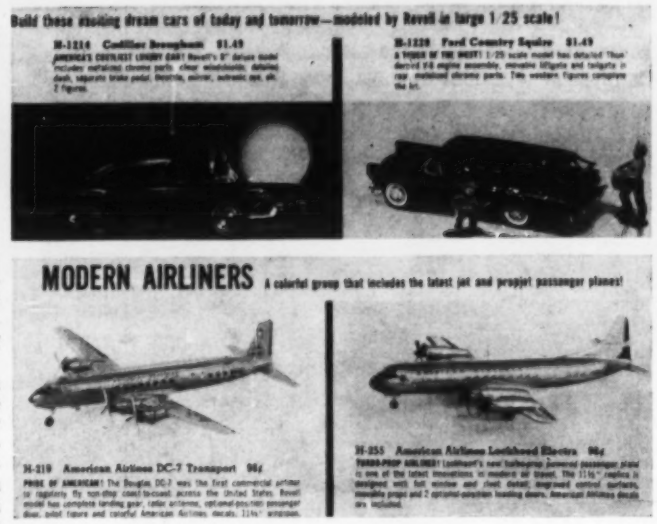
Authentic Brands on Revell Models Offered to Admen

VENICE, CAL., June 24—If you have a product which might intrigue model makers—an auto, an airplane, a boat—you have probably thought of the possibility of getting a little extra advertising mileage through models of your product.

Revell Inc., which has made a big business out of its pint-size authentic model kits, has already made arrangements with manufacturers to put their products into its model-kit line and is open for more such arrangements from interested advertisers. The main qualification is that your product be one which will interest model makers enough to make them pay out money for the chance to build a miniature of your product. Another qualification, as with all advertising media, is that you be prepared to pay out some money yourself to help Revell tool up to make your kit.

■ At present, costs for a single advertiser have ranged from $15,000 to as high as $60,000. This price is a percentage of the cost for tools and dies, artwork, display and other advertising.

In exchange, Revell says it will give your product a minimum of 60,000,000 impressions. This figure comes from inclusion in the more than 1,000,000 catalogs Revell sells each year at 10¢ each; ads in all major mail order catalogs, cooperative newspaper advertising; publicity on television and in newspapers and magazines and on the model itself and the instructions accompanying it. Also guaranteed is a minimum of 20,000 displays.


Build these stealing dream cars of today and tomorrow—modeled by Revell in large 1:25 scale!
M-1214 Cadillac Brougham $1.49
M-1229 Ford Country Squire $1.49
MODERN AIRLINERS A colorful group that includes the latest jet and propjet passenger planes!
M-219 American Airlines DC-7 Transport 98¢
M-255 American Airlines Lockheed Electra 98¢

TIE-UP—*The Cadillac brougham, Ford station wagon, and two American Airlines planes are samples of the kind of exposure brands get in Revell's model kit catalog.*

■ Revell has always leaned heavily on the authenticity of its models for its sales appeal, even identifying the models with a brand name where one was called for. Originally, it had no idea of offering its models as an ad medium. Consequently, there are a great many models in its line now not involving any tie-ups with the companies.

Revell, in fact, has backed into this aspect of its business. It all began when United States Lines Co. offered Revell a full-color litho of one of its ships, for which Revell had introduced a model. This was a far more expensive piece than it could justify putting into a kit, until it was accepted on the basis that it added a plus to the model kit. Shortly after, another line, Moore-McCormick, about to launch a new ship, wanted Revell to bring out a model of it. A deal was worked out.

After that followed the airlines, seeking to have their names on models of planes of the type they used.

■ Two typical examples of Revell "advertisers" are Fairchild Engine & Airplane Corp. and Global Van Lines.

Fairchild is currently promoting its F-27 as America's first turbine-powered plane for company executive use and for commercial airlines. For the publicity involved, Fairchild was willing to contribute to the initiating costs of a model from its advertising budget. Also, to promote the airlines using the F-27, literature in the kit shows what lines have it, and lists the address of each. The model builder is told he can write the airline of his choice to get its decal to place on the model.

■ Global is in a business where door openers are a basic technique for developing opportunities to bid on moving jobs. Research turned up the fact that a model of a moving van, filled with furniture, has consumer appeal. Now, Global can offer a model kit bearing its name as a door opener.

Revell has more than 100,000 outlets. Its annual retail volume is more than $35,000,000, through hobby, toy, variety, drug, markets, hardware, sports and men's and boys' stores.

The company reports that a survey by Gould, Gleiss & Benn showed that Revell now has 48% of the total model kit business. #

Roger Eaton Joins Dunshee

Roger Eaton has joined Dunshee Advertising, Denver, as an account executive. Mr. Eaton was formerly an account executive with KBTV, ABC affiliate in Denver.

THINK BIG, PARDNERS!
WIN REAL WESTERN HATS!
(or the town of Ulcer Gulch, Arizona)

Gather round, ad buckaroos! Third Prizes in The Saturday Evening Post "Ulcer Gulch" Contest are 100 genuine ranchers' hats! And while you're Thinking Big, consider the First Prize — the town of Ulcer Gulch, Arizona! And the Second Prize—a real live stagecoach! All you have to do is complete a Post jingle! If you're a resident of the U.S. or Canada and with an ad agency or the advertising, sales or marketing department of any national advertiser, call the nearest Post sales office for entry blank. Contest closes July 18, 1959.

ENTER The Saturday Evening POST CONTEST TODAY!

Transfilm Hits Cannes Festival for 'Exclusions'

NEW YORK, June 23—Transfilm Inc., New York film producer, last week leveled a blast at the organizers of the International Advertising Film Festival (AA, June 22).

The company reported, in a news release, that a number of U. S. advertising agencies and film producers are irritated with "unclear rules of entry and arbitrary decisions" which resulted in the exclusion of some American tv commercials from the competition.

Transfilm said that unless the organizers of the festival "do some revamping next year, agencies and film producers may well snub the event, tentatively set for Venice in June, 1960."

International Screen Advertising Services and International Screen Publicity Assn. are the joint sponsors of the annual competition.

■ Transfilm noted that a number of color tv spots entered from the U. S. were excluded from the competition. The company charged that the festival organizers tried to rule out color films because they "felt it unfair for U. S. color tv spots to compete with European b&w tv spots."

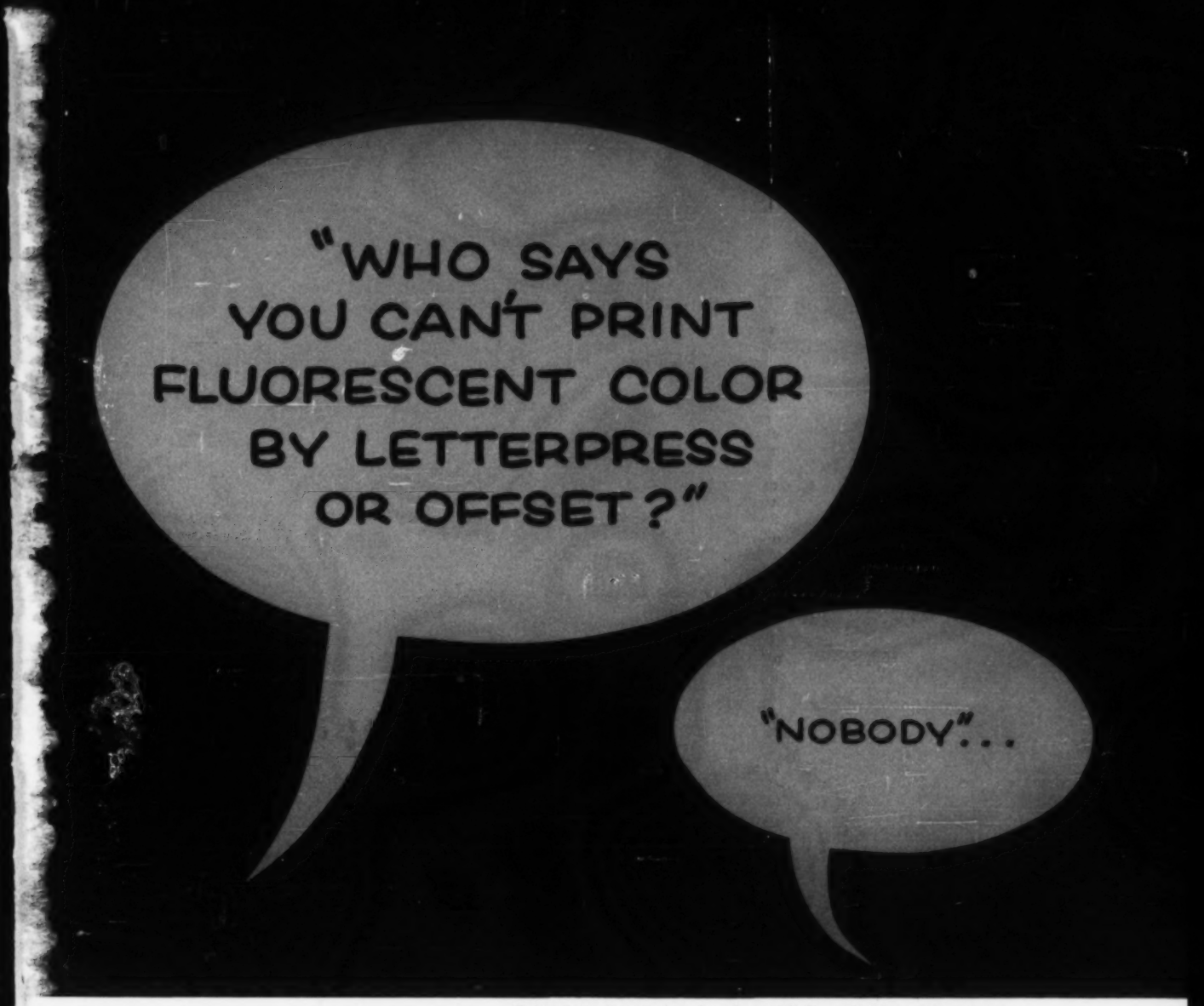
(Editor's note: One U. S. color tv commercial—a two-minute spot for Chevrolet—turned up in the cinema category and walked off with the *grand prix*.)

Transfilm said that one of its color spots for Chemstrand "was among those arbitrarily omitted." It also said that McCann-Erickson's entry of 10 spots was not admitted on the grounds that it was not received, although the agency claims the spots "were sent in time." Transfilm also said that Gene Deitch Associates, another producer, sent two spots which were not shown in the competition. One of the Deitch spots was in color.

A Transfilm commercial for Chemstrand nylon won a first prize in last year's competition. This year Transfilm was shut out. #

IRA Adds Foreign Affiliates

International Research Associates, New York, has added two more research companies to its worldwide network; the Psychological Center, in the Philippines, and Market Research Africa (Pty.) Ltd., in South Africa.



Printed two impressions by offset with Day-Glo Molten Orange ink

New Day-Glo® printing inks make fluorescent color practical to use on largest printing runs!

Now there's nothing to stop you from using vivid Day-Glo colors on *anything* you print—*no matter how large the quantity!* The breakthrough is here with the new line of genuine Switzer Day-Glo Letterpress and Litho inks that run smoother, print cleaner and give brightness unmatched by any previous fluorescent printing ink.

Both inks have been printer-proved by millions of impressions on large and small runs, on large and small presses, on packaging, labels, direct mail, magazine inserts, covers, streamers and displays.

For every piece of advertising or promotion material that you have a hand in—look to Day-Glo printing inks for a new dimension in brightness, impact and visibility. Seven brilliant inks to choose from. Write today for color chips and further information. Indicate preference for litho or letterpress, or both.

SWITZER BROTHERS, INC.
4732 St. Clair Avenue, Cleveland 3, Ohio

Day-Glo is the registered trade-mark of Switzer Brothers, Inc.

Don't overlook Day-Glo by SCREEN PROCESS, Day-Glo by GRAVURE—or Day-Glo coated papers and board.

Grant Acquires Chrysler Canada Share from Roy

(Continued from Page 1)
ed $4,000,000. Grant's share of this, according to trade sources, will be about $2,500,000.

Grant handles Dodge advertising in the U. S., and recently was assigned to do advertising for the Dart, a new Chrysler line to be introduced this fall. The agency also handles Chrysler's Airtemp division in the U. S. and Canada.

Ross Roy, which handles U. S. advertising for Dodge trucks and provides sales and service training aids for the corporation, has been the Chrysler agency in Canada for five years.

■ Chrysler Corp. of Canada's division of its marketing responsibilities is along the lines of its new agency setup—Dodge and De Soto cars and Dodge trucks in one group, and Chrysler and Plymouth autos and Fargo trucks in another. The Canadian marketer did not reorganize into three sales groups, as the parent company in the U. S. did last month (AA, June 1).

Joseph G. Wren, vp and general manager of Grant's Toronto office, will be in charge of the Chrysler account. #

'Compatible' Weiss Agency Is Named by Midas Muffler

(Continued from Page 1)
the "emotionally compatible" shop he had been looking for (AA, March 9). Midas kicked off its agency hunt with a psychologically oriented questionnaire sent to some 16 Chicago agencies.

At that time Mr. Sherman said the company's "interest in the psycho-dynamics of other agencies" did not mean it necessarily intended to drop Bozell & Jacobs.

"We sincerely feel that it is good business to begin to establish emotional compatibility with more than one agency, if possible," he added.

GROSS IS NAMED EXEC VP OF WEISS

CHICAGO, June 24—Bernard J. Gross has been named exec vp of Edward H. Weiss & Co., succeeding Irving Auspitz, who moves to vice-chairman of the agency. Mr. Gross has been with the agency for 12 years as vp and account supervisor. He is also a member of the executive committee. Weiss also promoted Lee King, vp and creative director, to senior vp. #

THOMAS J. McDERMOTT, *formerly senior vp in charge of radio and tv at Benton & Bowles, has been named exec vp of Four Star Films, Hollywood. He will supervise production on current shows and create future shows. Mr. McDermott's appointment, previously referred to as likely (AA, June 22), was announced June 22.*

HAM WHAT AM—*Armour & Co. will revive its "Ham what am" slogan in page ads like this during July in Chicago, Cleveland, Pittsburgh, Milwaukee, Youngstown and Peoria. Radio and tv spots also will be used. N. W. Ayer & Son, Chicago, is the agency.*

Arthur MacDonald, Veteran Agency Executive, Is Dead

CHICAGO, June 23—Arthur Royce MacDonald, 66, president and treasurer of Arthur R. MacDonald Inc., and veteran agency executive, died today of cancer in Veterans Research Hospital. He had been hospitalized for three weeks.

Born in South Bend, Mr. MacDonald started his career with the old *South Bend News-Times* where he was sports editor and managing editor. Later, he was publisher of a weekly newspaper in Benton Harbor, Mich., before entering the agency business in 1919 with Lamport-MacDonald Co., South Bend, as an account executive. His brother, C. A. MacDonald, was a principal of the agency.

He served as editorial director and director of development of the old *Magazine of Business*, forerunner of *Business Week*, from 1926 to 1929. He founded his own sales consultant company, Arthur R. MacDonald Inc., in Chicago in 1930, which later became an agency, MacDonald-Potter Co., in 1937.

■ Later, Mr. MacDonald served as a marketing executive with the old Reincke-Ellis Co. agency in Chicago (now Reincke, Meyer & Finn), and was vp and head of the Chicago office of MacDonald-Cook Co. from 1943 to 1949. He founded his present agency in 1949.

Mr. MacDonald was a member of Chicago Federated Advertising Club, Chicago Industrial Advertisers Assn. and Chicago Press Club. He served in the U. S. Army in World War I as a 1st lieutenant. He was a resident of suburban Glenview. Surviving is his brother, C. A. MacDonald, president of MacDonald-Cook Co., South Bend and Chicago.

HARRY E. PENGEL

NEW YORK, June 23—Harry E. Pengel, 66, vp and media manager of Brooke, Smith, French & Dorrance, died at his home here June 19 of a heart attack.

Mr. Pengel began his career as a teen-ager with Johns-Manville. He spent a number of years thereafter in the advertising department of American Tobacco Co.

He was an original partner with Dorrance & Sullivan when that agency was formed in 1922. When the agency was absorbed in the creation of Brooke, Smith, French & Dorrance in 1935, Mr. Pengel became a vp in the new setup.

Merger-Prone Richards Swallows Up Houston

(Continued from Page 1)
took place in January.

■ Other executives joining Richards, who were considered "musts" before the merger could take place, were Joseph Scheideler, exec vp, who will be an executive in package goods marketing and merchandising; Richard J. Keegan, senior vp in charge of client contact and new business development, and Richard A. Stevens, account executive on *Newsweek*.

Also moving are the following account executives: John M. Van Horson, on Heublein; J. Craig Clark, on J. P. Stevens; Laurel Cutler on Simplicity Pattern. Also, John J. Ennis, vp and media director; Robert H. Boulware, vp and associate media director.

The status of all other department heads and other agency personnel—about 122 people in all—is still undetermined, it was reported.

■ To resolve account conflicts, Richards has resigned Durham-Enders Razor Corp., because of Houston's Remington Rand International electric shavers account, and Houston resigned Heublein's Relska vodka and Vatted vermouth, retaining the food division, because of Richards' National Distillers account.

Bryan Houston estimated his agency's billings at this point at "a little over $7,000,000." Other sources thought it was several millions less. The combined agencies will bill well over $30,000,000.

Main offices will remain at 10 Rockefeller Plaza for the present.

■ Nescafe instant coffee was one of two accounts with which Houston went into business in 1954. The other was Colgate-Palmolive Co. The rest of the Nestle Co. business—well over 50% of an estimated $10,000,000 total ad budget—is at McCann-Erickson. This includes all chocolate products, cocoa, Quik, Zip aerosol syrup, Decaf, Nestea, Maggi products, Swiss Knight cheeses and other products of its Holland Food Corp. subsidiary.

■ In retrospect, the beginning of the end for the Houston agency as an entity might be traced to a year ago today, when Colgate took Ajax, its "foaming cleanser," and floated the $4,000,000 account down the Houston drain to McCann.

Within a month, Houston decided to resign the rest of its Colgate business—$2,000,000 worth of Cashmere Bouquet products—and thus severed a relationship of 20 years' standing with Colgate.

At this point, observers figured—and the agency admitted privately—that it was eager for some big-billing soap company business, and it had the talent to do a job—men like Bill Hillenbrand, a 15-year P&G veteran, and its exec vp, Joseph Scheideler, who long rode herd on Manhattan Soap Co.'s Sweetheart brand. But this kind of product never materialized.

■ When it split with Colgate, the agency proudly pointed out that it had started business with 80% of its billings coming from Colgate, and that less than 5% of its anticipated 1958 billings would be from that company. It had reported $14,000,000 billings in 1957 and expected to surpass $20,000,000 by the end of 1958. It wound up with $18,000,000 for the year.

Its largest account was now Dristan, a test product which had been rather offhandedly tossed into the shop by Whitehall Pharmacal Co., but which had made a meteoric rise in the cold remedy field. Houston's second largest account was Nescafe.

Seven weeks ago, the next blow shook the agency. Dristan—by then a $6,000,000-plus account and an estimated $25,000,000 windfall for Whitehall—was suddenly "resigned," moving less than a week later to Tatham-Laird, along with Harold D. Frazee, who had supervised the account at Houston; his wife, Joan Sommerville, who was the account executive at Houston, and several other Houstonites.

■ The Nescafe account, it was said, was restive during all this period. The giant Swiss-owned company was less than pleased with a 12%-14% share of the instant coffee market—rather puny when stacked against front-running Maxwell House's 40% chunk.

It was probably true that the General Foods product spent at least twice the advertising dollars that Nescafe did, and that Standard Brands' Chase & Sanborn instant also spent more, but was in third place with only an 8.5%-9% share.

But, accustomed as they are to being at, or close to the top, the people who invented instant coffee and made their brand the world's largest seller, were pained by the U.S. market picture.

This was even more evident last month at the Vienna congress of the International Advertising Assn., where Nestle's Swiss ad boss, Cyril Chessex, discussed the six-page Nescafe ad which ran in *Life* in 1956 and said frankly that he could cite no sales figures to show that it helped Nescafe in any way.

■ Nestle has been talking to other agencies for more than six months, it was learned, and the Dristan departure finally tipped the cart. Apparently the Nestle people were persuaded to hold off announcing the switch until Mr. Houston could work out the details of his merger.

And the account's departure solved one thorny problem in a Fletcher Richards merger. That agency has J. A. Folger & Co., San Francisco coffee marketer.

"I think the first time I talked to Fletcher Richards was last November or December—maybe January," Mr. Houston commented. "It was off-again on-again, but so long as there was a major conflict with Nescafe I couldn't do it."

The Fletcher Richards merger with Calkins & Holden occurred in January (AA, Jan. 12), and at the time the announced billing for the new agency was $35,000,000. Some observers put it closer to $30,000,000, crediting Calkins & Holden with about $10,000,000 of the total.

Since then, Houston came so close to a merger with Cohen & Aleshire that it pitched for the Nebs account together with the Cohen shop and actually announced that Nebs would be handled by the merged agencies. But the merger failed, and the Norwich Pharmacal Co. proprietary went to Cohen & Aleshire.

■ Mr. Hillenbrand said he will stay around as long as necessary to complete merger arrangements before following other objectives. His Houston affiliation is only the second in a 22-year advertising career. He said both agency and advertiser sides of the fence were open to him, and "I'm going to take my time deciding. I don't jump around very fast."

Wm. Hillenbrand

At Houston, he was supervisor on Simplicity Pattern and Macfadden, and he shared responsibilities on other accounts.

■ With its move to Esty, the Nescafe account is faced with a competitive situation that is growing progressively tighter and tougher. In recent years, the price per case on national brands of instant coffee has dropped from about $26 to a low of $16, with a consequent profit shrinkage.

Added to this picture is the ever-rising ground swell of regional brands, such as Folger's, Hills Bros., Martinson's and many others, most of which perform relatively well in a spotty picture, and private label instant coffees, which have done extremely well in recent years.

Nescafe last year put $1,919,944 into network television ("Beat the Clock," "Garry Moore Show," "Oh Susanna"); $705,885 into newspapers; $605,701 in spot tv; $190,120 into supplements and $19,700 into magazines. This totaled $3,441,350. #

Vanishing Image of Sherman & Marquette

Sherman & Marquette, founded in 1940 by two Lord & Thomas executives, is the ancestor of Bryan Houston Inc., as well as its autonomous Chicago counterpart, Wherry, Baker & Tilden.

In 1952 Sherman & Marquette decided to operate as two separate agencies in New York and Chicago, retaining the same name. Two years later, even the names were split, forming the Houston agency in New York and the Wherry operation in Chicago.

Apparently by sheer coincidence, the organization of Bryan Houston Inc. undergoes radical change within a few weeks of similar happenings at Wherry, Baker & Tilden.

Last month President Larry Wherry sold his interest to his associates because, he said, he had "reached a point where I want to take a fresh look at things." His plans were indefinite.

The agency's name changes to Baker, Tilden, Bolgard & Barger on July 15, with Louis E. Tilden, vp and radio-tv director, becoming chairman and Bruce A. Baker, vp and creative director, president. The two new principals are Clifford E. Bolgard, vp and media director, and Harry D. Barger, vp and account supervisor. #

SSC&B Names Ommerle

Harry G. Ommerle has joined Sullivan, Stauffer, Colwell & Bayles, New York, as a senior vp and a member of the board. A few weeks ago Mr. Ommerle resigned as vp in charge of programs for the CBS Television network. At the agency he will be responsible for client relations on tv matters as well as working in the programming area. Also added to the agency's board was Philip H. Cohen, vp and director of the tv-radio department. Jack A. Partington Jr., formerly an associate director of CBS-TV, has joined SSC&B as a tv producer.

Ferguson to American Radiator

C. K. Ferguson has been named manager of advertising and sales promotion for the industrial division of American Radiator & Standard Sanitary Corp., Detroit. He formerly was sales promotion manager.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

NOTICE

Due to the Independence Day holiday the deadline for all classified advertising will be June 30 for the July 6 issue.

HELP WANTED

MOLENE

Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Account Executive with farm or industrial client experience for twenty-five year old Midwest agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Opportunity offers a real future with a growing agency. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 2548, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St. Chicago, SU 7-2255

ADVERTISING PROMOTION

Recent college graduate: this is an opportunity to assist with advertising and sales promotion programs for large corporation located in Chicago metropolitan area. Prefer one to three years experience in sales promotion or advertising. Should be strong on writing and have administrative ability. Send resume including recent snapshot to

Box 2648, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Public relations man for growing agricultural organization. Poultry industry background helpful. State full particulars first letter. All replies strictly confidential. Write

Box 2649, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CONSUMER RESEARCH REPRESENTATIVE

Leading national research firm seeking Chicago area representative. Successful sales background with consumer book or contact experience with agency required. Salary, commission, expenses, liberal fringe benefits. Mail complete resume to: **National Family Opinion Inc., P.O. Box 315, Toledo 1, Ohio.**

FARM COPYWRITER

Important position with 4-A agency on leading farm machinery account. Two or more years of copywriting experience necessary. Excellent starting salary, bonus, company-paid insurance and retirement program. Ideal living, working conditions—no commuting. Locate in Michigan with lakes, golf courses, good hunting at your back door.

Box 2639, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ARE YOU ON FILE with executive recruiting firms? Let these talent seekers know the job and salary range for which you are available so they can call you when an opportunity arises. Nationwide list of over 80 executive search firms only $2.00. **Execaid, Box 2647, Grand Central Station, Dept. 30, New York 17, N. Y.**

Exciting new sight & sound magazine "Echo" (See Ad Age June 1 page 8.) Needs imaginative part time space sales man. "Echo" entirely new media concept with big potential.

Box 2647, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SPACE SALES-CHICAGO TERRITORY

Top publisher of construction trade magazine seeks highest type of hardworking salesman in established magazine covering a major branch of the building industry. Chicago office. A real opportunity and permanence for the right man. Salary, incentive, commission and expenses. Send complete resume' to

Box 2642, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BAPTIST ARTISTS

Opportunities in advertising and editorial layout and design to qualified men and women desiring secure careers with expanding service institution. Good beginning salaries, employee benefits. Write about training, experience, and desire for dedicated Baptist denominational service to:

Herman F. Burns, Art Director
Baptist Sunday School Board
127 Ninth Avenue, N., Nashville 3, Tenn.

CLASSIFIED ADVERTISING ASSISTANT

Classified Advertising or mail order experience necessary. This is a position with a national publication located in Chicago. Age 25 - 35. Send complete resume stating experience and salary requirements.

Box 2643, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JOB HUNTING? Receive weekly, airmail reports on more than 1,000 current advertising job openings as advertised in newspapers and magazines coast to coast during the next 13 weeks for $12. Single copy $2. Order Section K-2
PROFESSIONAL EMPLOYMENT DIGEST
1501 West 25th North Wichita 4, Kansas

EDITORIAL

TOP EDITORIAL SPOT. Large circulation home magazine has unusual opening for man with editorial experience, home-construction knowledge, sense of good architectural and interior design. Proven writing skill, imagination and organizational ability are major requirements. Consumer magazine is published by large national building materials manufacturer with Chicago headquarters. Familiarity with building materials helpful. Age range 28-40. Good salary. Please submit complete resume with details on age, education, experience and salary requirements. Enclose snapshot if available.

Box 2655, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

TIME BUYER

Excellent opportunity for young male time buyer in an expanding Chicago agency. Fully experienced man preferred but will consider applicants with limited agency media experience. Send complete resume to

Box 2654, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ADVERTISING MANAGER

Young and enthusiastic. Experienced Advertising and Sales Promotion. Copywriting and Commercial Art. One-man Dept. or you name it. Would like to relocate in East. Write for resume, samples.

Box 2616, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ADVERTISING MANAGER

Seeks responsibility and opportunity magnitude. Exp. all adv. phases com'l auto accessory mfg. Solid academic background lends flexibility to product adaptation. Strong on theme, copy, mdsng. and trade media but can organize total program. 36, family, relocate.

Box 2650, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AVAILABLE-MANY GAITED YG. MAN MARKET RESEARCH AND ANALYSIS

Exp. with large agency and national mfg. familiar with food and drug mkt. problems. Married-30-will travel/relocate.

Box 2651, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LOOKING FOR SOMEONE 'SPECIAL'?

I am the AE (or Adv. Mgr.) you've been seeking . . . and not finding! Dependable producer, capable and seasoned in industrial, consumer, direct mail, mail order, creative, contact, publicity, planning . . . 'the works', including people-pleasing. Good 15 yr. record two 4A's . . . still with No. 2. University graduate, excellent health, self starter, salary $11,940.

Box 2652, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ONE OF CHICAGO'S TOP AD WOMEN

Young, highly creative writer, ad manager—10 yrs. service increasing sales in hard-line, home furnishings, fashions. Agency retail experience. Ambitious, personable. Chicago, Florida, New York. Let's bargain.

Box 2656, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE HEAD SEEKS LARGER HAT

V. stile background includes A E, own age. , A/M of 7 million consumer manuf. Can comp. layout, copy, full know how prod., marketing. Seeks midwest consumer or industrial manuf. 32, single. 5 figures.

Box 2645, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERT COPY-ART BY MAIL
20% UNDER GOING RATES!

Quality copy and art for catalogs, brochures, ads, radio, TV, publicity. Any product or service-20 yrs. exp. Fast service in or out of town. Advance estimates. W. Wallace, 1520 Olive, Chicago—SU 4-1484.

SALES PROMOTION DIRECTOR

seeks top spot with aggressive national organization offering a promising future based on ability and performance. Highly diversified background - including agency laison - plus intensive department store experience. Presently employed by multi-million dollar national retail chain. Responsible for the planning and execution of national and local ads, catalogs and direct mail, publicity and public relations. College graduate, mid-thirties, blue chip references. Salary $18,000 plus.

Box 2641, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS EXECUTIVE

Executive with 9 years professional PR experience ready to move up to new opportunities with agency or department in Chicago. Skilled in counseling, programming, writing, and placement—all phases of hard-hitting public relations campaigns. Presently earning over $10,000. Write

Box 2646, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS

8 yrs. radio-TV exp., 7 yrs. PR Dir., qualified pub. spkr., extensive Midwest contacts, Adv. Cert., 39, single, sober.

Box 2638, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

CREATIVE ACCOUNT EXECUTIVE

Wide product experience. $12,500

Box 2640, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising & Sales Promotion Manager

8 years well rounded experience in planning, creating, administering sales producing advertising & sales promotion programs for nationally distributed products. Knowledge of electric appliances, heavy industrial & plastics products. Close contact with distributor organizations.

Box 2633, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

REPRESENTATIVE WANTED FOR MANHATTAN

Older man to sell services for a reputable, fast-growing national service organization which publishes an illustrated newsletter used in quantities by larger companies to help prepare their older employees for better adjustment to retirement. We are now serving nearly 200 leading companies and wish to concentrate on developing business with large national companies located in Manhattan. Right man can build sound and profitable business as over 90 per cent of our users renew each year. Must have good health, proven sales ability and be willing to work 3 or 4 days a week. Liberal commission with expense advance. No objection to side line. Retirees eligible. Write fully for interview.

Box 2644, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

NEW YORK SPACE SALESMAN

Desires represent consumer or trade publication. Best contacts.

Box 2579, ADVERTISING AGE
360 Third Ave., New York 17, N. Y.

ASSISTANT EDITOR

Large national organization has position available for Assistant Editor of prize-winning Company sales and merchandising publication. Applicant must be qualified to take full charge of planning, writing and producing a 48-page bi-monthly. Must have sound knowledge of retailing and should display initiative and imagination. Excellent opportunity for advancement. Starting salary—$7200 per year. Please forward detailed resume covering full qualifications, including current salary to: .

BOX 593, ADVERTISING AGE,
360 Third St., New York 17, New York.

MEDIA DIRECTOR, top man, big agency. Major-agency experience on major accounts. Tested administrator, leader, effective with clients. All media. Top-rater whose record says so. Impressive tax-deferred plus benefits. **$25M+**
ART DIR. Highly creative. **$20M**
ADV. & SLS. PROM. ASST. Heavy construction equip. exper. helpful. Highly creative. Supervisory potential. to **$10M+**

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

Advertising Executive with billing wants to buy or make substantial investment and devote full time for control or interest in profitable advertising agency. Box 594, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

EDITOR
SMALL NEW FLORIDA RESORT
TABLOID WEEKLY—YEARLY CONTRACT
—SALARY PLUS PART INTEREST
TO EXPERIENCED
ALL-AROUND NEWSPAPER MAN
BOX 597, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILL.

ADVERTISING
We handle your employment problem confidentially and effectively.

ART DIRECTOR **$18,000**
Exc. opportunity with highly rated agency. Print and TV experience.
MARKETING ASSISTANT **$10,000**
Purchasing or procurement exp. in missiles or weapons.
MARKET RES. MGR. **$10,000**
Food or beverage bkgd. Will direct mkt. res. activities. Exc. potential.
ADVERTISING MGR. **$10,000**
Indust. adv., Sales Prom. and Sales Training exp. for mfr.
COPY-CONTACT **$10,000**
Indust. copy-contact exp. for Agency. Exc. opportunity.
TV-Radio Writer **$9,000**
Exp. in live and film commercials and shows for highly rated agency.

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Avenue, Chicago 3, FR 2-4233

NOW AVAILABLE!

In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.

COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

OPPORTUNITY IN MEXICO

with office of major U.S. agency. Opening calls for Spanish-speaking executive with well-rounded public relations background plus advertising experience.

Please send résumé to agency's consultants:

Jere Patterson & Associates
9 Rockefeller Plaza
New York 20, New York

EXPERIENCED OUTDOOR SALES REP. WANTED

World's largest traveling electric news — multi commercial message sign located in Miami Beach, seeks top qualified salesman for exclusive representation to call on national accounts in New York area; $25,000 per year opportunity. Write immediately stating full background and qualifications so that New York interview may be arranged early in July. Write:

TELERAMA, INC.
1 LINCOLN ROAD BUILDING
MIAMI BEACH 39, FLORIDA

MAYER AND O'BRIEN, INC.
Public Relations Counsel

Positions open at account executive level.

Résumés may be sent to:

Mr. Ross DeLue

333 North Michigan Avenue

Chicago 1, Illinois

No calls, please.

6 REASONS WE'RE GOING TO "STEAL" A LEADING COPY WRITER FROM A LEADING AGENCY

This is possibly the best job opportunity you have ever heard about. There are six reasons why: (1) Much more creative freedom than in any agency and no politics and account hazards. Result: you eat and sleep better. (2) A larger share of compensation of the "keeping" kind—greater incentive and more of a stake in your job. Result: you're better off financially. (3) Opportunity not only to create your limit of advertising and promotion ideas but watch them pay off on a large variety of products. Result: your work is more interesting. (4) You'll help to originate, test and launch new products and guide old products to greater success. Result: you'll get a larger share of credit for profit "break-throughs." (5) You'll play an important part in making advertising work harder for one of the country's 100 leading and fastest growing advertisers where advertising can help triple the volume in 10 years. Result: you have a chance of moving into a leading policy position in an important corporation within that time. (6) Pleasant associates and congenial environment. Closeness to work whether you live in city or country. Our city (of 500,000) is unusually clean and attractive, with all the educational, cultural and recreational advantages you could ask. It offers everything you could want in pleasant and comfortable living. Result: you wouldn't want to go back to New York or Chicago "if they gave you the place."

We can and will document and prove all these advantages in a way that will give you every opportunity to satisfy yourself about them.

If you are 35 to 45 and making more than $15,000 (maybe considerably more), with a proved record of initiative and application and high all-around creative ability—and have had at least 5 years of experience including proprietaries and in all media—write us fully and freely. We'll reveal ourselves and guarantee to respect your confidence. Will make no inquiries. Interview possible there or here. Write immediately to Box 598, Advertising Age, 630 Third Avenue, New York 17, N. Y.

OPPORTUNITY PLUS FOR TOPFLIGHT ACCOUNT MAN

We're adding new accounts so fast that we need one or more live wire account men to help serve our growing list of clients. Must be experienced, energetic—anxious to get with an agency that is "going places!" For the right man who already has some billing we have a most unusual proposition. Write in confidence, giving full particulars. Our people know of this ad. BOX 595, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

MAYBE YOU ARE THIS COPYWRITER

(We sure hope so!)

You're with an advertising agency or department now; have been for three—four—five years. You're the kind of writer that layout men like, because you think visually—when your words are there, the picture's there, too. You're looking for more opportunity, more responsibility—or maybe just a change. Sound like you? Then let's hear from you.

Jan Tangdelius, President
Fulton, Morrissey Company,
612 N. Michigan Avenue, Chicago 11.

Modern Metals seeks an Advertising Manager

who knows the metal-working and metal manufacturing industries—including building, construction, and transportation—rather thoroughly.

Qualifying salesman can make $12,000 salary, plus profit sharing, etc., to start.

Be completely specific in reply to Box 596, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

MacMannis Mrs. MacMannis Treat Mrs. Treat

Thorp Iwanicki Davis McPherson

DOWN EAST—*The summer meeting of the New England Newspaper Advertising Executives Assn. at Chatham, Mass., attracted Mr. and Mrs. Kenneth MacMannis (he's assistant ad director of the Worcester Telegram & Gazette); Mr. and Mrs. Richard L. Treat (he's ad director of the Press-Herald, Portland, Me.) and Leon A. Thorp, ad director of the Evening Herald, Manchester, Conn.; Charles G. Iwanicki, advertising director of the Record-Journal, Meriden, Conn.; Charles J. Davis, sales development director for the Providence Journal-Bulletin, and Gordon McPherson, advertising director of the Call, Woonsocket, R. I.*

108th 'Newspaper Press Directory' Published

The 1959 "Newspaper Press Directory & Advertisers' Guide," the 108th annual issue, has been published in London by Benn Bros. Ltd., London. The 883-page book is distributed in the U. S. by John de Graff Inc., 31 E. 10th St., New York. Price is $8.50.

In addition to listing data about the newspapers and other publications of London and the British Isles, the book also includes data on other foreign newspapers, magazines, technical journals and yearbooks.

Perry Elected Club President

Laura Perry, vp of Lee Ramsdell & Co., has been elected president of the Philadelphia Direct Mail Club. Other officers are Ben Puchaski, Erwin Wasey, Ruthrauff & Ryan, vp; Marie Berry, Provident Mutual Life Insurance Co., secretary, and Walter Karkut, Modern Mailers, treasurer.

NBBB's Russ Hits P.O. Ad Fraud Procedures as Clumsy, Ineffective

(*Continued from Page* 3)

advertisers can hamstring the department, she continued:

"Even in cases where the Post Office Department is able to sustain its burden of proof and issue a fraud order, the advertiser may then make application in a federal court to have the postmaster enjoined from enforcing the order. In fact, about a year ago, a circuit court decision in such a case raised a question as to the validity of all fraud orders issued by the Post Office Department during the previous four years, on certain technical grounds.

▪ "As a result, the Post Office Department withdrew several orders and instituted certain changes in its administrative procedures in an attempt to correct the alleged legal deficiencies. Certain cases currently pending in the courts contain further challenges to certain Post Office Department procedures," she added.

She urged more clinical testing of products in order to provide conclusive legal proof of false advertising.

"We are well aware of the time and expense involved in such a procedure. Yet I wonder if in certain instances this would not in the long run cost much less than the lengthy litigation which results when decisions, based on expert opinions rather than test results, are challenged in the courts.

"Also, in certain situations where the same dosage of a particular drug is promoted by a great number of firms for the same purpose, it seems to me that one competent test may possibly enable an agency to take prompt and effective action not only against the companies currently employing false advertising promotions, but against any newcomers who attempt to use the same or similar advertising claims."

▪ Miss Russ said she was thinking particularly of one alleged weight-reducing drug which, in the past two and one half years, has been used by more than 35 companies with sales running in the many millions.

Criminal prosecutions are far too rare, in the eyes of the National Better Business Bureau. "If the courts considered stealing—through fraudulent advertising—a serious crime against society, to be punished as such, would those who now so boldly flout the public interest be deterred by the certain prospect of severe punishment?" she asked.

Miss Russ warned of "more stringent governmental regulations unless advertising abuses are ended" and suggested several areas where industry might act instead:

- "Aroused, militant determination" to combat vigorously fraud and deception.
- Strengthening the means and procedures of voluntary self-regulation.
- Bolstering existing laws for more prompt and effective enforcement.
- Creating greater public awareness, in order to help consumers recognize and avoid health and cosmetics quackery.

▪ She particularly urged strong measures against wilful and repeated violators.

"A slap on the wrist which permits these charlatans to keep going without discernible change of pace is making a mockery of the laws designed to protect business and the public," she declared. #

George May Moves to Fisher

George S. May Co., Chicago, management service organization, has appointed M. M. Fisher Associates, Chicago, to handle its advertising, effective July 1. Allan Marin & Associates is the former agency of record. Mr. May is owner of the Tam O' Shanter Country Club, Chicago.

Magazine Ads to Hit $700,000,000 in '59, MPA Says

(*Continued from Page* 3)

survey (by J. K. Lasser & Co.) found to be: Loss of money by 38% of all magazines; less profit or a greater loss by 65%; and, among the 62% which did make a profit, the edge dipped from 9.1% to 6.5% before taxes.

Recovery from 1958's business setback began in the first half of 1959, the survey indicated, with publishers reporting an average gain of 1.2% in advertising pages and an average 7.6% increase in ad dollar revenue. Accompanying this picture was an average advance of 1.7% in total magazine copies sold and a jump of 11.7% in circulation dollar volume.

▪ Mr. Kenyon said the survey found that business now on the books justified a second half prediction of an average 8.2% gain in advertising volume and a rise of 2.5% in copies sold. These figures, he indicated, would translate into a 14.5% gain in dollar advertising and an 11.8% advance in circulation money.

An analysis of 1958 operating figures for 25 magazine publishers—presented at the annual meeting of the MPA last month in White Sulphur Springs—showed that average net profit fell to 1.5%. This represented a decline from a postwar high of 8.3% in 1946 and was a substantial drop from the 2.7% figure registered in 1957.

Commenting on the projected 1959 figures, Mr. Kenyon said they showed "an increase in magazine readership and in use of magazines by advertisers" and "probably a reflection of the increasing vigor of magazines in promoting [their own] medium."

▪ Announcement of anticipated 1959 grosses was the first to come from the Magazine Center, new headquarters for combined trade association and promotion services of the magazine industry, at 444 Madison Ave. here. Opening of the center marked unification of all major promotional, informational, research and other activities serving the whole magazine industry. These include the MPA, the Magazine Advertising Bureau of the MPA, Central Registry of Magazine Subscription Solicitors, Periodical Publishers Assn. and the Publishers Information Bureau. The MPA library, at the same address, will fill requests for Audit Bureau of Circulations data on magazines. #

Indiana Art Directors Elect

Joe Zemlick, art director of Eli Lilly Co., has been elected president of the Art Directors of Indiana.

Coordinated Agency Moves

Coordinated Marketing Agency, New York, has moved to new offices at 575 Lexington Ave.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

BACON KNOWS MAGAZINES!
We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.
★ BUSINESS ★ FARM ★ CONSUMER
Send for Booklet No. 59 How Business Uses Clippings
BACON'S CLIPPING BUREAU
WAbash 2-8149

He WANTED a TOP NOTCH AD MAN
. . . and got replies from 43 applicants!

Total cost? Only $13.75 for the single classified ad in Ad Age.

It's almost too good to be true — the ease with which you can hire good men through the Advertising Market Place in Ad Age.

And, of course, it works both ways. No matter which side of the fence you're on—buying or selling—use the Advertising Market Place for quick, low cost results!

For each week's issue of Ad Age is read by over 158,000 key advertising, selling and marketing executives. And The Advertising Market Place is one of the best-read pages in best-read Advertising Age!

Use this handy coupon to mail your classified ad today.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Hambro Switches Austin Car Ads to J. M. Mathes

(Continued from Page 1)

est ever put into the U. S. or any other foreign market by Austin."

It would seem that a more pressing reason for the agency change is Austin's horrendous flop in the American market. The pressure for the switch is understood to have come from London, where BMC officials have been dismayed to see Austin sales remain unaffected by the growing American preference for imported cars.

■ The Austin sales saga in the U. S. market is a case history of a pioneer clearing a path for competitors. One of the first to enter this market after World War II, Austin sold 8,600 cars here in 1948. This has turned out to be Austin's peak year.

With Mathes handling the account, Austin sales skidded to 3,642 in 1949, rose to 5,500 in 1950 and dropped back to 3,800 in 1951.

In 1952, Austin, which then had its own sales force in this country, decided it was time for an agency change. It moved the account to compatriot David Ogilvy. Hewitt, Ogilvy, Benson & Mather, as the shop was then called, put a big chunk of the Austin budget into copy-laden pages in *Life*, one of the ads telling the story of how a British diplomat sends his son to Groton on the savings made by operating an Austin. This was supposed to be a true story out of the life of one David Ogilvy, former British diplomat.

■ Austin sales did not respond to the Ogilvy stimulus. Some 4,800 cars were sold in 1952, and sales then nosedived to 3,000 in 1953 and to 1,400 in 1954. On Jan. 1, 1955, Austin moved its account over to Charles W. Hoyt Co.

Hoyt hardly got geared up for the account when the rug was pulled out from under it. Austin, puzzled by the American preference for the non-advertised Volkswagen, disbanded its subsidiary company here in mid-1955 and turned over the marketing job to Hambro, which already was importing the other BMC cars. And Hambro lost little time in consolidating the entire BMC advertising account with Bob Holley, who formerly had his own agency, and who had taken up temporary residence at McCarty Co. Advertising of New York, a shop now renamed Persons Advertising.

Austin car sales have since gone from bad to worse. The nadir was 1957, when registrations came to a total of 983. They came up last year to 1,708, but this still represented only 0.5% of the entire foreign car market.

■ The Austin-Healey sports car, introduced here in 1953, has fared a little better, but has never been a sensational seller. Sales held around the 2,000-unit level during the first few years, reached 4,000 in 1957 and moved up to 5,525 last year, when the under-$2,000 Sprite was introduced.

The British Motor Corp. experience here has been especially disappointing in view of the ever-rising over-all sales of imported cars. It seemed that as import sales went up, BMC's share of the market went down. This year, for the first time, BMC finds itself without an entry among the 10 top-selling foreign cars.

The MG, for many years the best-selling imported sports car, saw its share of the foreign car market drop last year from 6.5% to 4.3%. MG sales of 16,255 in 1958 were still good enough to give the car 6th place ranking among all imports. R. L. Polk registration figures for the first four months of 1959 show that MG has now dropped out of the top 10 group.

The next best selling BMC car is the Morris, with 9,000 registrations in 1958.

■ Foreign car sales as a whole, meanwhile, are heading for a new peak this year. In April, for the first time in history, 50,000 new foreign cars were registered in one month. Total sales for the first four months of the year were 180,546, compared to 96,241 in the same period last year. This points to a volume of close to 600,000 for 1959. The imports are currently taking close to 10% of the national market.

Top Selling Imports

January-April, 1959

Volkswagen	32,700
Renault	23,500
English Ford	14,500
Simca	12,500
Opel	12,000
Fiat	11,800
Hillman	9,000
Vauxhall	7,000
Triumph	7,000
Volvo	6,200

■ Volkswagen, Renault and English Ford continue to run 1-2-3 in the sales standing, but there have been some interesting shifts below. Opel, the GM German import distributed by Buick dealers and advertised by McCann-Erickson, has now taken over fifth place from Fiat, with sales of 12,000 in the first four months of the year. In April, Opel also outsold Simca to take fourth place for the month. And Vauxhall, the GM English import, distributed by Pontiac dealers and advertised by MacManus, John & Adams, has moved up from 10th to 8th place, with sales of 7,000 in the first four months of the year.

DYNA-PANHARD NAMES MOORE; DKW TO D'ARCY

NEW YORK, June 25—Two more foreign car accounts have new agencies.

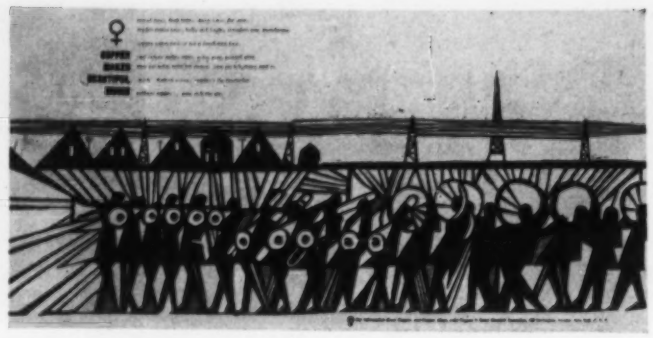
The Dyna-Panhard, a French import made by the oldest automobile manufacturer in the world, has gone to Kingsbury E. Moore Advertising, Hempstead, L. I., and the DKW, a German import, has moved to D'Arcy Advertising Co.

The Dyna-Panhard switch follows a change in the importer. Vendome Motors, New York, has taken over the U. S. distribution from Citroen Cars. Advertising was previously assigned to the Citroen agency, Shevlo Inc.

King Moore, sports car buff, who formed his own agency a year and a half ago (he was formerly at Batten, Barton, Durstine & Osborn), reports that Vendome is out to sell 10,000 Dyna-Panhards this year—a rather ambitious goal in view of 1958 sales of less than 500.

■ The Dyna-Panhard is described as a six-passenger "compact car," giving 40 mpg, with a top speed of 85 mph. The port-of-entry price has just been reduced from $2,313 to $1,697. Mr. Moore, a founder and co-director of the Madison Ave. Sports Car Driving & Chowder Society, said national advertising will not begin before August.

Transfer of DKW advertising to D'Arcy consolidates in that shop all the Studebaker-Packard and Mercedes-Benz business. Studebaker distributes the Mercedes-Benz line, and Daimler-Benz Inc., the parent company, now controls Auto Union, the German manufacturer of DKW. Mann-Ellis is DKW's previous agency. #



BRASSY BOOST FOR COPPER—*Color spreads the Copper & Brass Research Assn. will run beginning in July will emphasize various uses of copper. This one, on musical instruments, is headlined, "Copper makes beautiful music." J. M. Mathes Inc., New York, is the agency.*

Copper & Brass Association Sets Print Campaign

NEW YORK, June 25—A magazine campaign, promoting the whole copper industry under the theme "Copper goes modern," will be launched in July by the Copper & Brass Research Assn. with the aid of major copper producers.

Color spreads—each ad devoted to one scope of copper's use—will appear beginning in July in *Architectural Record, Business Week, Electrical Manufacturing, House & Home, Industrial Design, Iron Age, Machine Design, Materials in Design Engineering, Product Engineering, Scientific American, Steel* and *The New Yorker*.

B&w ads will be used in *American Metal Market* and *Daily Metal Reporter*, trade dailies.

J. M. Mathes Inc., New York, is the agency. #

Lewin Seeks Arbitration in Contract 'Breach'

(Continued from Page 1)

trary to agreement, and for the purpose of retrieving this investment, I have filed a separate arbitration proceeding to obtain redress."

■ Mr. Lewin declined to add to his statement, but one of his attorneys, Julius Hallheimer, told AA that Mr. Lewin was seeking "in the neighborhood of $200,000" in salary and anticipated share of agency profits. Mr. Hallheimer said Mr. Lewin's employment contract "had three years to run, with an additional three years during which he was to be on a 'retirement' basis while serving in an advisory or consulting capacity."

A. W. Lewin

Mr. Hallheimer added that Mr. Lewin also is seeking to have the agency repurchase his stock, valued at $82,566.

■ According to Mr. Hallheimer, Mr. Lewin's contract with the agency contained "arbitration provisions" in connection with both his length of employment and repurchase of stock. In the former instance, if a dispute arose, Mr. Lewin was to name one arbitrator and the agency was to name a second. These two arbitrators were, in turn, to name a third.

So far, no third arbitrator has been selected.

■ Part of the stock repurchase agreement in Mr. Lewin's contract, said Mr. Hallheimer, was a provision naming the American Arbitration Assn. to furnish three arbitrators in the event of a disagreement between Mr. Lewin and Mogul, Lewin, Williams & Saylor.

Mr. Hallheimer indicated that the agency has declared that Mr. Lewin breached his agreement with it and "they don't want to pay him."

Under arbitration, the winner may ask a New York court to confirm the finding of the three arbitrators and then seek an order for a judgment for the money amount specified by the arbitrators.

■ Emil Mogul, president and chief executive officer of the agency created by the Jan. 1 merger of Emil Mogul Co. with Lewin, Williams & Saylor, who last week had "absolutely nothing to say" about Mr. Lewin's departure, today gave this statement to AA:

Mr. Mogul denied that there has been any breach of contract on the part of the agency. "Mr. Lewin initiated the request for withdrawal from the agency, and his proposal was accepted. Any matters in dispute will be arbitrated in accordance with the provisions of our agreement."

■ The text of Mr. Lewin's statement to AA read as follows:

"Since ADVERTISING AGE first reported on June 15 that I have 'bowed out' as chairman of Mogul, Lewin, Williams & Saylor in a 'veil of mystery and silence,' reporters from this and other publications have been calling me for a statement.

"Until this time I have carefully refrained from making any comment. However, out of respect for clients and friends in the industry who have indicated concern and are at a loss to understand what has happened, I feel compelled to make a statement.

"There is no mystery. Just a few simple statements of fact should clear the air. I have not retired. I have not resigned. I have not withdrawn. My contract with Mogul, Lewin, Williams & Saylor has been arbitrarily breached, and my services as chairman of the board and director terminated. To counter against this action I have initiated arbitration proceedings.

■ "Furthermore my investment in the capital funds of the corporation is being withheld against my will and contrary to agreement, and for the purpose of retrieving this investment, I have filed a separate arbitration proceeding to obtain redress.

"It is obvious that business ethics and legal considerations restrain me from making any further statement at this time. To my many friends in the business who have asked what I plan to do, I can only state that I will make no definite plans until these matters have been settled." #

Major Drive Is Percolating for Boscul Coffee

(Continued from Page 3)

a dealer cooperative promotion program including advertising and display allowances and consumer discounts and point of purchase display material.

Themes of the campaign are "Ah. . . coffee so great you'll love it straight!" and "Premium quality. . cup after cup. Boscul. . . the coffee with aroma-ah!"

James L. Brennan, general sales and advertising manager of both Old Judge and Scull companies, said the new Boscul slogans are the result of a widespread market research study of coffee preferences. Advertisements in the campaign will appeal to the coffee lover's preference for a premium blend.

■ The campaign was launched to the trade with a spread in the convention issue of the regional trade paper, *Food Trade News*, distributed at the annual convention last week of the Pennsylvania Grocers Assn. in Atlantic City.

One page carried an editorial style ad announcing Boscul's plans for advertising, merchandising and promotion to the trade, and showing photos of Boscul's management teams and sales force. The facing page carried the first in the series of Boscul page color ads which will be used in the consumer press in September.

Seberhagen, Nevin & Gruver is the advertising and public relations agency for Boscul.

■ The Scull company is owned by R. C. Williams Co., New York, which owns some 20 coffee companies around the U. S. including Old Judge. Williams decided to affiliate Scull with the Old Judge management.

Each company owned by Williams has its own agency although the parent company has no agency. Hirsch, Tamm & Ullman, St. Louis, handles Old Judge.

Prior to its acquisition by Williams on May 1, Scull was owned by Duncan Coffee Co., Houston, which gave the Boscul account to its own agency. Tracy-Locke Co., Dallas. Earlier, when members of the Scull family had control, Aitkin-Kynett Co., Philadelphia, was the agency for many years.

When Williams gained control, the Boscul account came back to Philadelphia to Seberhagen, Nevin & Gruver. #

Ball Leaves CBS-TV

The third programming executive to leave CBS Television, New York, since the program management shakeup at the network a couple of weeks ago with the resignation of Exec VP Hubbell Robinson Jr., is John Fleming Ball, coordinator of special programs. Mr. Ball resigned to take an executive position with J. Walter Thompson Co. Harry G. Ommerle, who resigned shortly after Mr. Robinson, has joined Sullivan, Stauffer, Colwell & Bayles (*see story on Page* 89).

DCS&S Promotes Nathe

Robert T. Nathe, formerly vp in charge of radio-tv commercial production at Doherty, Clifford, Steers & Shenfield, New York, has been promoted to vp and director of radio-tv programming and production. The agency's programming was formerly under the direction of William D. Fisher, who has joined Gardner Advertising Co., St. Louis, as vp in charge of broadcast programming (AA, June 22).

FTC Can Hit False TV Demonstration of Uncontested Product

WASHINGTON, June 25—The Federal Trade Commission's staff today lost its case against the "flaming automobile" commercial for Hutchinson's car wax, but in the process it won an opinion which is expected to pave the way for aggressive prosecution of other tv advertisers who use demonstrations which seem to accomplish more than they actually do.

A commission decision today orders Hutchinson to stop using fictitious prices and dismisses charges that Hutchinson's "flaming auto" spot is misleading, but it also wipes out an examiner's decision which said that even if the spots were misleading the commission should not be concerned with them.

In the Hutchinson case, the staff challenged a tv spot where gas was sprayed on a newly polished car and ignited. The staff contended the spot implied that the wax protects cars from tremendous heat, whereas the fire was extinguished before heat could rise to destructive levels.

■ Today's decision dealt less with Hutchinson than with a hitherto unresolved legal point: Whether the commission can concern itself with the mechanics of a demonstration in a case where it is not questioning the merit of the product itself.

Earlier, FTC Hearing Examiner J. Earl Cox had issued an initial decision clearing Hutchinson. He said that since FTC has not claimed that the product will not protect surfaces from heat and cold, it has no right to argue about what it thinks Hutchinson is trying to prove with its tv spots.

Today, however, the commission said Mr. Cox misreads the law. Asserting its right to pass on the honesty of a demonstration, without regard to the merit of the product itself, the commission said the fact that this particular practice has not previously been held to be an unfair trade practice is immaterial.

■ Charles A. Sweeney, FTC's legal adviser for radio-tv matters, regarded the decision as crucial so far as future tv cases are concerned.

"This decision now makes it absolutely clear that it is a violation of section five to use a false demonstration purporting to prove the merits of a product, even though the quality of the product is not directly at issue, if the natural and probable effect is to mislead prospective purchasers," Mr. Sweeney said. "The commission has reaffirmed the principle that the law prohibits advertising having the tendency and capacity to mislead the purchaser mistakenly into believing he is buying a product which has been demonstrated or proven to have a certain quality or characteristic.

"This decision reinforces the position heretofore taken by this unit and we will scrutinize television commercials carefully in an effort to detect instances of demonstrations or tests which do not prove that which they purport to establish, resulting in substantial deception." #

■ Previously, there had been only one demonstration case in the tv field: The "white coat" commercial for Rolaids. Since that case ended in a consent order, the FTC's effort to deal with a demonstration did not become an issue. #

Elect Louis Bressler

Louis R. Bressler, president of Cort Cosmetics Inc., has been elected chairman of the board of the National Assn. of Direct Selling Companies.

Last Minute News Flashes

McLaughlin Joins C&W; Peterson Promoted

SAN FRANCISCO, June 26—John B. McLaughlin, marketing consultant, who resigned last fall as vp of marketing for Purex Corp. (AA, Nov. 24), has been named vp and director of marketing for the western region, Cunningham & Walsh. Stanley T. Peterson, who has been vp and marketing director of C&W's San Francisco office, was named vp and director of marketing planning for the agency's western region.

Kastor, Hilton Absorbs Herschel Deutsch Agency

NEW YORK, June 26—Kastor, Hilton, Chesley, Clifford & Atherton has completed another merger. Effective July 1, it will absorb Herschel Z. Deutsch & Co., nine-year-old shop specializing in such package goods accounts as Orlex hair dye, Palmer's Skin Success ointment, Sulfur-8 scalp conditioner, Swamp Root, Dixie Peach hair dressing and deodorant, Carter's petroleum jelly and Kohler's headache powders. The Kastor agency merged with Hilton & Riggio last June and with Atherton & Currier last January.

Newspaper Ad Classification Shifts Being Considered

NEW YORK, June 26—Newspaper Advertising Executives Assn. and Media Records are weighing major changes in the newspaper ad classification setup which, if approved, are expected to take place in January, 1960. Some major revisions currently being discussed are to combine groceries under the food classification and to move agriculture into a new farm and garden classification.

Toft to Join Warner-Lambert; Other Late News

• **Art Toft,** formerly a brand advertising manager at Block Drug, will join Warner-Lambert Pharmaceutical Co. about Aug. 1 as advertising manager of the cosmetics and toiletries division.

• **David J. Hopkins,** formerly vp and account director in the New York office of McCann-Erickson, has been named manager of the agency's Los Angeles office. He succeeds Reginald W. Twiggs, who recently resigned (AA, June 22).

• **In Kansas City,** where representatives of the *Kansas City Star* and *Kansan* were negotiating with the typographical union to end a strike which has kept the dailies closed since June 12, merchants were putting out a shopper, with a press run of 85,000, and broadcasters were attempting to absorb shut-out newspaper advertising. The *Star* bought radio and tv time to tell its side of the strike. Meanwhile in St. Louis the strike which had stopped publication of the *Post-Dispatch* and *Globe-Democrat* was settled June 24 and the publication of the dailies resumed June 25 and June 26 respectively.

• **Two major Chicago art studios** have merged to form Kling-Bielefeld Studios. Kling Studios and Bielefeld Studios both provide advertising art and photographic services. President and principal stockholder of the new organization is Robert J. Snyder, a Bielefeld executive and president of American Typesetting Corp.

• **Avon Products** will begin operations in Britain by the end of the year, and advertising has been assigned to McConnell's Advertising Service, Irish-owned agency operating in Ireland and Britain. McConnell's will handle the account in cooperation with Monroe F. Dreher Inc., New York, Avon agency for the past 21 years. McConnell's becomes Dreher's sixth international affiliate.

• **William D. Mewhort,** exec vp for manufacturing and administration at Revlon Inc., New York, resigned officially today (June 26). He joined the company about a year ago under a three-year contract. There will be no replacement for the present. Mr. Mewhort's resignation was first reported here two weeks ago and was denied at the time by Revlon.

• **Federal Communications Commission** hearing examiner James D. Cunningham today listed ten advertising agencies which are to appear July 7 in New York to testify on tv programming (AA, June 15). The agencies are: McCann-Erickson; Batten, Barton, Durstine & Osborn; J. Walter Thompson Co.; Young & Rubicam; Ted Bates & Co.; Sullivan, Stauffer, Colwell & Bayles; Benton & Bowles; Compton Advertising; Cunningham & Walsh and Lennen & Newell.

• **Filmways Inc.,** New York, tv commercial and business film producer, is branching out into tv film production through a new subsidiary, Filmways Television Productions. First assignment is a Ford Motor Co. summer tv show, "21 Beacon Street." The programming unit is headed by Al Simon, who resigned as vp in charge of production, McCadden Productions, Hollywood, to become its president as of Aug. 15.

• **Shirley Woodell,** vp of J. Walter Thompson Co. and one of the agency's top international hands, is planning to leave New York and the agency business this summer. He has been with JWT for 14 years.

• **Donald McVickar,** formerly an account executive at Roy S. Durstine Inc., has joined Erwin Wasey, Ruthrauff & Ryan as account executive on Rootes Motors (Hillman & Sunbeam cars). Mr. McVickar was account executive on Rootes at Anderson & Cairns before the business moved to EWRR in 1957.

• **Redbook** has appointed Lawrence C. Gumbinner Agency to handle its account. The $200,000 account was bumped by its former agency, Ellington & Co., after the agency acquired the *Good Housekeeping* account (AA, March 30).

• **Nation's Business** has switched its account from Gray & Rogers, Philadelphia, to Van Brunt & Co., New York. The latter agency already handles the magazine's direct mail advertising.

• **Procter & Gamble** is testing Bridget, a new liquid detergent, in Omaha, using minute spots on KETV, KMTV and WOW-TV.

• **Publix Shirt Corp.,** New York, has appointed Leber & Katz, New York, to handle advertising for its Truval, Essley, Bruxton and Town Topic shirt lines, succeeding Daniel & Charles. The agency switch resolves an account conflict arising when Manhattan Shirt Co. shifted to Daniel & Charles from Doner & Peck (AA, June 1). Harvey Bresler, Publix account exec at D&C, is joining Leber & Katz in an unannounced capacity.

• **General Mills** will use newspapers and tv spots in Oregon, Washington, Utah, Montana and Idaho markets to promote its new Caramel Puffs cereal. The campaign will begin the week of July 6.

Bantob Aims to Put Its Vanguard Cigaret in Orbit

(*Continued from Page* 1)

test market. In mid-July the cigaret may move into another midwest market. Advertising started in Dayton yesterday with a spread in the *News Journal Herald,* plus commercials on WHIO-TV, WLWD-TV, WHIO and WAVI.

The ad copy is a candid discussion of the cancer controversy and the Vanguard is hailed as containing "no tobacco tars, no nicotine and no arsenic." The agency, H. W. Warden Associates, New York, reported no difficulty in placing the ads.

This is in contrast with the difficulty experienced by North American Cigarette Manufacturers in launching Diplomat cigarets late last year. At first, North American had considerable trouble getting newspapers to okay copy which called Diplomats "the safer cigaret" and talked about the "health dangers connected with smoking" (AA, Oct. 13 *et seq.*).

■ The Vanguard ad reads more like a *Reader's Digest* article on the dangers of smoking than a cigaret ad. It is not so candid, however, in discussing Vanguard itself. Nowhere does the ad directly point out that the cigaret contains no tobacco. Instead the ad is headlined, "Vanguard—a discovery that eliminates the three agents in cigarets linked to cancer and heart diseases. No tobacco tars, no nicotine and more important, no arsenic."

From there the ad goes into a review of the cancer controversy and maintains, "No filter on any cigaret can protect you completely." Toward the end of the copy, the ad says, "The secret of Vanguard (no tobacco tars, no nicotine and no arsenic) is 'Fibrila,' a blended formula of scientifically processed natural fibers. What's more, Vanguard's amazing filter does not have to block out anything. Vanguard's filter is there just to give you the clean, particle-free smoke you like."

■ According to a company spokesman, it is not expected that all people will like the flavor at first. But the company does expect that people who have made the switch to filters will be able to switch easily to Vanguard. "People have to develop a taste for olives and oysters," it was pointed out. The ad copy intimates this too: "Smoke a pack—a whole pack. Give yourself a chance," it urges.

Based on results of the Dayton test, changes may be made in the product. The current Vanguard is considered an entry into the mentholated filter-tip field. Eventually the company hopes to manufacture a second Vanguard to appeal to smokers of regular non-filter cigarets and a third Vanguard for filter fanciers.

■ Vanguard is the only product of Bantob Products, which was incorporated one year ago. Its president, Gerald M. Schaflander, formerly was a principal in an ill-fated sales promotion company, Gerald, John & Associates, New York. The company went into bankruptcy in December, 1957, with approximately $25,000 in liabilities (AA, Dec. 23, 1957).

Before that, Mr. Schaflander was with the now defunct Biow Co. as an account executive on Philip Morris cigarets. He has also worked on the Procter & Gamble and *Time* accounts and at one time was associated with Young & Rubicam.

Besides serving as president of Bantob, Mr. Schaflander is also acting as advertising manager. Sales manager for the company is Maurice Miller, head of Sales Affiliates, Detroit.

■ The cigaret was introduced at a press luncheon in Dayton where Mr. Schaflander said that it had been in the research labs for eight years. "Exhaustive tests" were conducted by the New Drug Institute, he said, under the supervision of Dr. Bernard Davidow, formerly chief toxicologist of the acute toxicity branch, U.S. Food & Drug Administration.

The text of the opening Vanguard ad follows:

"In the past five years perhaps you have read articles like, 'Cancer by the Carton,' 'Can the Poison in Cigarets be Avoided?,' 'Nicotine . . . the Smokers' Enigma,' 'Eight Cancer-Causing Chemical Substances in Tobacco Tars.'

"If so, you then know that there is a statistical link between the degree of cigaret smoking, heart diseases and the incidence of lung cancer. All smokers, and particularly heavy smokers, have a higher mortality rate than nonsmokers. Many scientists attribute this to the presence of tobacco tars and nicotine in cigarets.

■ "Yet almost every time one medical authority establishes a link between tobacco tars and cancer, or between nicotine and cardiovascular (heart) ailments . . . another faction stands up and declares the proof is not positive.

"But this much is known for sure:

"1. The more you smoke, the greater the probability of your contracting lung cancer.

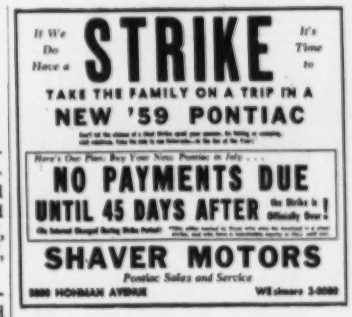
"2. Tobacco tars have resulted in cancer when applied to skin of animals.

"3. Nicotine (an alkaloid) is a habit forming drug. It aggravates cardiovascular ailments (heart diseases).

"Think a moment. Have you read anything about the danger of arsenic in cigarets? Probably not, but realize this: Your cigaret—filtered or not—contains arsenic—a substance recognized as carcinogenic (cancer-causing) to man.

"Unlike your present cigaret, Vanguard has absolutely no arsenic.

"No filter on any cigaret can protect you completely. Whether that filter uses charcoal, cork or cellulose, whether it's a single filter or a dual filter, or other trick devices, it can't do anything more than reduce a mere fraction of dangerous substances present in the smoke of your cigaret." #


If We Do Have a
STRIKE
It's Time to
TAKE THE FAMILY ON A TRIP IN A
NEW '59 PONTIAC
Here's Our Plan: Buy Your New Pontiac in July . . .
NO PAYMENTS DUE
UNTIL 45 DAYS AFTER
the Strike's Officially Over!
SHAVER MOTORS
Pontiac Sales and Service
8800 HOHMAN AVENUE
WEstmore 3-0080

STRIKE INSURANCE—*A Hammond, Ind., Pontiac dealer offered to waive payments until 45 days after settlement of a steel strike (if there is one) in this ad in the Hammond Times.*

New Britain, New Haven Are 2

A typographical error in the story on revised metropolitan areas (AA, June 15) made New Britain and New Haven, Conn., appear as if they were a single area. They are separate, but both have been revised: New Britain metropolitan area now has deleted Bristol City (Hartford County) and Plymouth Town (Litchfield County); the New Haven metropolitan area has added Guilford.

B+C

. . . means

Bertsch + Cooper

. . . it also means typographic proofs beyond compare . . . proofs that are mechanically true

Type faces used are:
Bertschtypes No. 70B and 89A

To Growing Extent Consumer Calls Tune, Admen Dance, Marketers Told

Leonhard Warns of High Rate of Failures Among New Product Introductions

CLEVELAND, June 23—The consumer will call the tune for marketing and advertising people in the 1960s. The adman had better get ready to dance.

This advice was given by speaker after speaker at the 42nd annual national conference of the American Marketing Assn. here last week (AA, June 22).

A record-breaking program of 130 talks at luncheons and in sectional meetings sketched these trends for the decade ahead:

• Competition will be centered more on developing new products than on price fights between rival companies.

• The consumer will be higher on his throne than ever. He'll have more disposable income—more money beyond what he needs to live on. He'll be able to pick and choose the products he wants, and there will be more effort made to see that he gets them.

• Skilful marketing will be more important because of the competition. More companies will have marketing vps.

• Research to find out what consumers want will increase. There will be greater efforts to keep everybody up to date on what is available.

■ Marketing has to keep itself fresher than tomorrow's newspaper, Alex Dreier, news commentator on "Monitor" (NBC Radio), said in a "Salute to Marketing."

"It must always stay one jump ahead of the public it services," Mr. Dreier said. "It must, in most cases, anticipate the needs and wants of that public before the public itself is aware of them."

America's marketing experts know more about the consumer than he could ever know about himself "without playing 36 holes of golf each day with his analyst," Mr. Dreier said.

■ Ian R. Dowie, president of both Carling Brewing Co. and Canadian Breweries Ltd., told how his firm planned marketing on a regional basis (AA, June 22).

"In the past few years we have been building a structure of regional marketing committees," he said. "These committees consist of a regional sales manager, a regional advertising manager, the regional vp, a representative of national marketing, and at least one representative of a regional advertising agency."

Mr. Dowie called the inclusion of a regional agency representative "a most important and interesting element."

Although Carling has one parent agency for each of its three major brands, it also has a number of regional agencies working with the parent agency for one of its major brands—Black Label, "America's fastest growing beer."

■ Mr. Dowie said Carling recognizes that its major competitors in the future will be large regional breweries.

"Our regional marketing committees are taking over the decision-making and the planning for each region," Mr. Dowie explained. "This development of marketing decentralization is, I think, somewhat unique. It is making a major contribution to the solution of the problem of the over-heavy burden imposed on a central individual or central group . . . for a national company doing business in all the states."

■ Dietrich L. Leonhard, director of marketing research, George Fry & Associates, raked passive, entertaining ads over the coals.

"Much of today's advertising constitutes an enormous waste by making them want to buy," he said. But, in calling for improved product research, he said: "Advertising cannot be blamed for failing to sell those products which the consumer neither needs nor wants, or for which a want cannot be generated."

Mr. Leonhard reminded his listeners that of all the new products introduced after World War II, 98% were failures, "which means they were rejected by consumers." He said that up to 50% of manufacturers' profits from 1960 to 1965 are expected to come from products not yet on the market.

"This thought puts a sharp focus on the problem of economic waste contained in new product failures," Mr. Leonhard said. Since 1945, he said, advertising has been assigned all its old functions—letting the public know of new and existing products, their differences in quality, size or volume, and price and where to buy them—plus some new functions; it has been assigned to sustain wants that were not in existence before. "This is the area in which modern-day advertising has failed," he said.

"These advertisers are using symbols and other appeals that run counter to consumers' attitudes and feelings. To consumers today, price and performance are of less importance than these things to their parents."

■ Researchers, meanwhile, came in for some barbs and brickbats from some of their own number, both from the agency and client sides.

It's mostly the researcher's own fault that he appears to be a "middler, low-level mechanic, dubious alchemist, a far-out theorist and an unfrocked barber," said Donald L. Kantner, creative research director, Tatham-Laird, Chicago.

Mr. Kantner defined several objectionable research types:

• The Sharpshooter—"He has an aggressive, unattainable, uncompromising ideal of perfection. He usually ends up accomplishing little, but he does feel superior."

• The Psychodynamic Three-eared Gestaltist—"a fellow whose guiding philosophy is, 'Things are never as simple as they seem.' For him, human behavior is always the result of some underlying opposite tendency."

• Just Plain Bill—"This is the organization man supreme. He is a combination of Honest John, Scattergood Baines and Ma Perkins. His stock in trade is common sense, healthy skepticism and anti-high-falutinism."

Another type was defined by Henry O. Whiteside, vp and research director, J. Walter Thompson Co.:

• The Great White Hunter: "This is Walter Mitty and Teddy Roosevelt combined. He loves to think of himself as a doer."

■ Leo Bogart, market research director of Revlon Inc., commented, "A great many people in marketing research spend a great deal of energy trying to decide what they are going to be when they grow up." He said this is because the researcher has divided loyalties—loyalty both to the research profession and to the field in which the account he works on operates.

Joseph E. Ratner, creative and marketing services director of General Mills, said agency researchers are as good as any, but "they tend to be distracted by the executive function, and in many cases are not allowed to use their own judgment." He also criticized their "very strong tendency to try to justify agency campaigns and agency marketing plans."

■ S. R. Bernstein, editorial director of ADVERTISING AGE, said the so-called "marketing man stands within sight of personal business opportunities that most of us who were in at the birth of the AMA some 22 years ago would not even have dared to aspire to."

"By the end of the 1960s—probably a great deal sooner—the business that doesn't have an individual with the functions, if not the title, of marketing manager will be a very rare bird indeed," he said. #

Carter Ads Push 'Mr. Underwear'—Gent Named Klack

(Continued from Page 2)

boxer shorts."

The '59 campaign will consist of five color pages in *Sports Illustrated* and six in *The New Yorker*. Ad reprints, together with teaser memos "from the desk of Ernie Klack," will be sent to retailers.

The new ad character was introduced to Carter's salesmen at their semi-annual sales meeting in Miami Beach, after a long buildup. Prior to the meeting, the salesmen had received postcards from Ernie and, at a tour of company mills, Ernie Klack was paged every half hour.

■ At the meeting, newspapers were delivered every morning, compliments of Ernie Klack. Huge beach towels were distributed emblazoned, "Stolen from Ernie Klack." Huge buttons lettered in red, "I'm a friend of Ernie Klack," were worn by all the men. "Ernie" awards were given to the salesmen who had the highest sales figures during the previous six months.

Carter has advertised men's underwear since 1906. In 1954, the company started an ad series which never showed underwear. Instead the ads showed outerwear, while the copy emphasized the importance of "fashion under fashion."

Included in this campaign were the kilted-Scotsmen ads which proved to be among Carter's most successful. One was headlined, "What does a Scotsman wear under his killt?" The other was headlined, "Don't look now—but he's wearing Carter's."

The agency is Batten, Barton, Durstine & Osborn, which has handled Carter since 1933. #

Liggett & Myers Was No. 1 User of Spot Radio: RAB

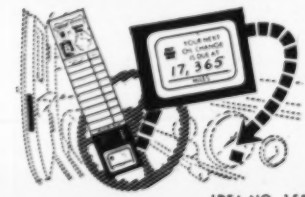
(Continued from Page 2)

In second place was Thomas Leeming & Co., with budgets for Pacquins, Ben-Gay and Silk 'n Satin. Others on the list, in order of their liberality toward spot radio, were R. J. Reynolds Tobacco Co.; Ford Motor Co.; P. Lorillard Co.; American Tobacco Co.; Pharmaco; Campbell Soup Co.; Beneficial Finance Co.; Philip Morris Inc.; Borden Co.; Plough Inc.; Bristol-Myers; Sinclair Oil Corp.; B. C. Remedy Co.; Chattanooga Medicine Co., Miles Laboratories; Tetley Tea Co.; Standard Oil Co. (New Jersey); and Sterling Drug.

■ RAB said its report was based on information from sources accounting for some 50% of the spot radio business. The bureau estimates that more than 1,200 brands were advertised in radio, spot and network combined, during the first three months of this year. Upwards of 900 companies advertised 1,222 brands in spot, while 155 companies plugged 205 brands on network. (Some brands and companies utilized both.)

RAB said spot and network spending both were off during the first three months of this year; just how much, the bureau was not prepared to estimate. Industry sources believe that spot, caught up in the backwash of the recession, may have dropped about 10% during the first quarter of this year. They noted a slight pickup in the second quarter. #

Stickin' around with kleen-stik ®



IDEA NO. 153

Sticker with a "Kicker"

Most oil change stickers go *inside* the car's door post . . . and are often overlooked. So **Don Watters**, Sales Promotion Mgr. for **Kerr-McGee Oil Industries, Inc.**, Oklahoma City, designed this *special* one for **Deep Rock** products. The attendant attaches the top part the regular way (printed on **Kleen-Stik**, it goes on quick 'n easy). Then he marks the *next* oil-change mileage on the tear-off tab, and affixes it near the speedometer dial. (O.K., *odometer*, if you insist!) Keeps reminding motorists about changing oil . . . and about **Deep Rock**. Neat production handled by **Roy Cornett** for **Norick Bros., Inc.**, Okla. City.

The World's Most Versatile Self-Sticking Adhesive

IDEA NO. 154

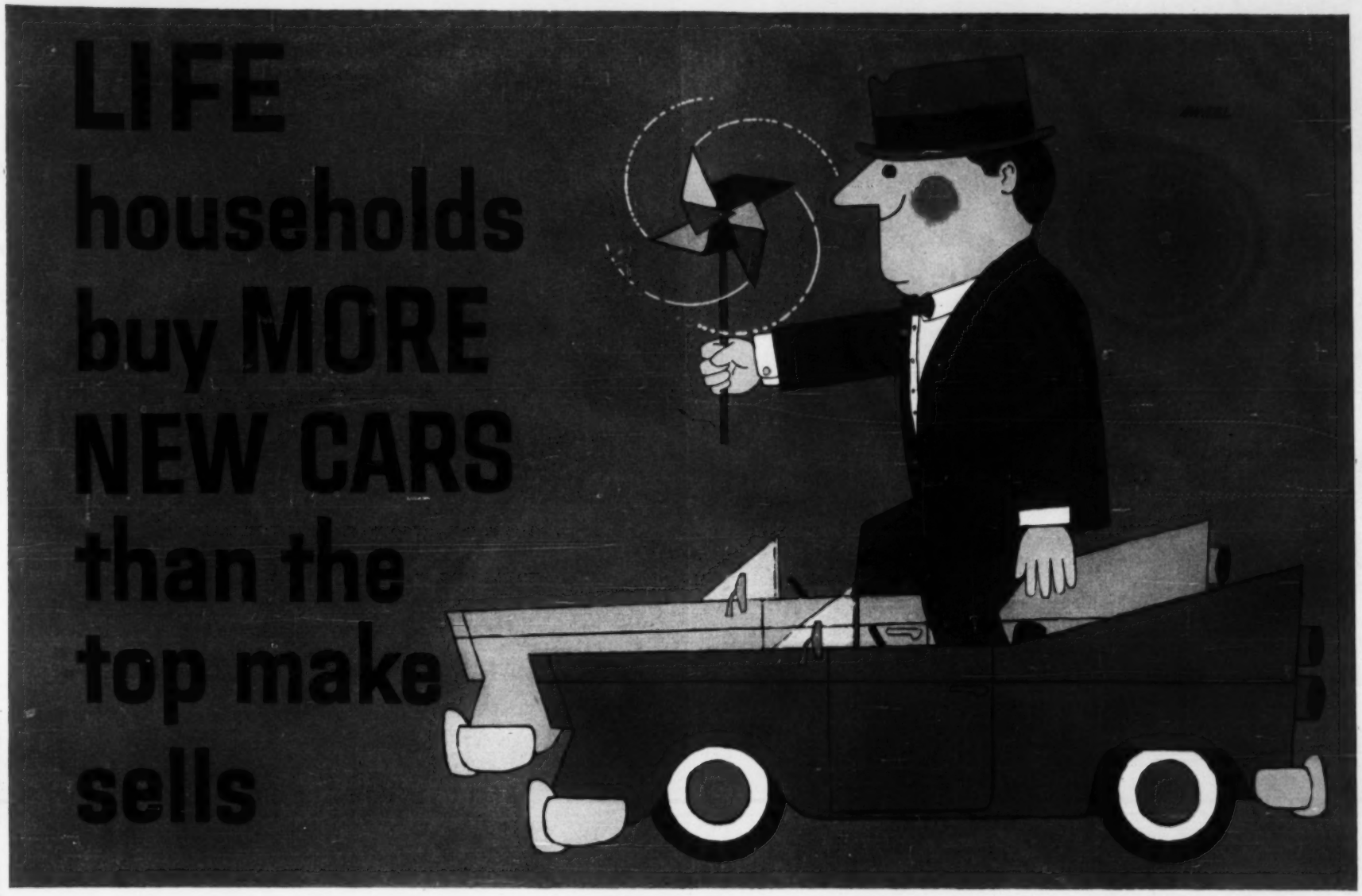
Babies Need Cleaning . . .

And so do these **Pussyfoots**" baby shoe displays for **Savage Shoes Ltd.**, of Preston, Ont., Canada. Sales VP **Jack Malcolm** designed the plastic show pieces with **Pat Milsom**, pres. of **Breithaupt-Milsom**, agency. Cute baby photo, *plus* pix of selling features, done on waterproof Vinyl-Stik—easy to attach, *easy to clean* with damp cloth. **Gorrie Advertising Ltd.**, Toronto, produced 'em, prexy **Bruce Gorrie** directing. Result: *lots* of clean displays, happy dealers, and happy little feet—er, foots!

Take a big step toward putting a real "kick" in *your* P.O.P. with modern, self-sticking Kleen-Stik displays. Ideas *galore* from your regular printing source...or write for our "Idea-of-the-Month service *today!*

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS



Even the biggest manufacturer doesn't sell enough automobiles in a year to supply LIFE-reading households.

The fact is: one ad in LIFE goes to 15,300,000 U. S. households and they account for 44 per cent of every dollar spent on new cars.

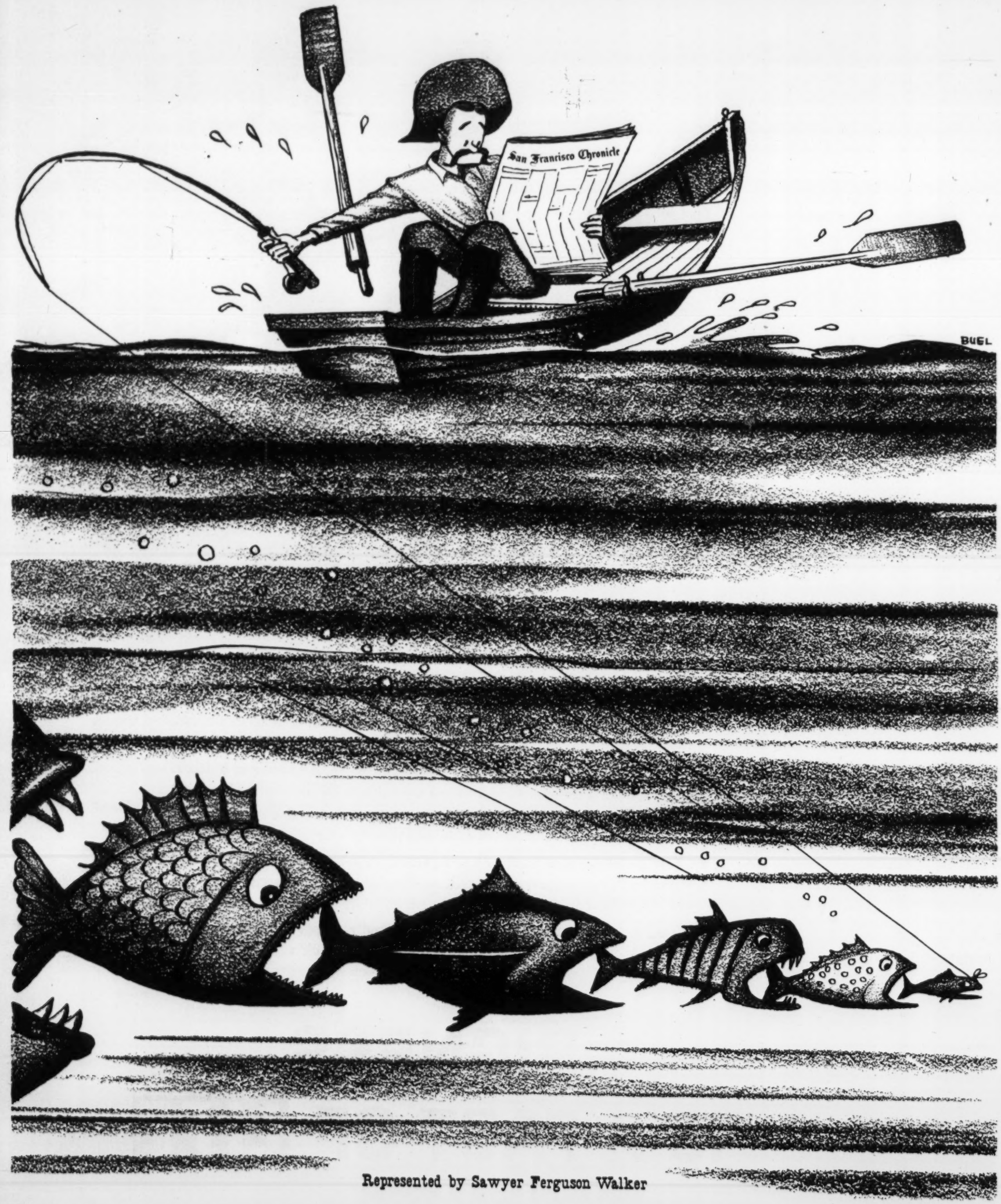
That's an ad in just *one* issue. With a campaign of 13 ads run in LIFE this spending power would build to a profitable 80 per cent of the total U. S. new car expenditure. That's a big market, a big opportunity for selling. And, its going to get even bigger.

For growth is a fact of LIFE, too. In the last quarter of this year, LIFE's bonus to advertisers will be 400,000 over its present rate base of 6,000,000 copies a week.

And next year —when the products and services offered by U. S. business will be selling at all-time highs—LIFE's circulation base will be at an all-time high also—6,500,000 copies a week.

BIGNESS IS A FACT OF LIFE

THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker